EXHIBIT 3

COPY COPY

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

14 Gregory Hall
Urbana, Illinois

TO: Mr. William Wood, Director, Station WQED-TV, Pittsburgh, Pa.
Mr. Robert F. Schenkkan, Director of TV, Station WUNC-TV, Chapel Hill,N.C.
Dr. Armand Hunter,Station WKAR-TV,Michigan State College,East Lansing,Mich.
Mr. Richard Goggin, General Manager, Station KETC-TV, St. Louis, Mo.
Mr. H. B. McCarty, Station WHA-TV, University of Wisconsin, Madison, Wis.
Mr. William Sener, Station KTHE-TV, Los Angeles, California
Mr. John Schwarzwalder,Station KUHT-TV, University of Houston,Houston,Tex.
Mr. Jim Day, General Manager, Station KQED-TV, San Francisco, California
Dr. Garnet Garrison,Director of Television,University of Michigan, Ann Arbor
Dr. Harry Newburn, President, Educational TV and Radio Center, Ann Arbor

FROM: Harry J. Skornia, NAEB

DATE: June 12, 1954

RE: TV Program (American Council for Better Broadcasts) proposal

Following the IERT Conference in Columbus in April, this organization held its first annual meeting, one of the sessions for which I moderated.

At that time they proposed making an all-out effort to encourage and help develop truly educational and high-level programs for children in the one hour from 5 to 6 p.m. and to do the same for programs for family listening for the hour from 7 to 8 p.m., for a truly alternative service, by educational television stations, to the general offerings available on commercial TV, in the hope that this influence might also eventually affect the latter's offerings as well.

At that time, I told Miss Leslie Spence, their President, that I would call this to the attention of all NAEB educational TV members, since this is entirely in line with NAEB objectives of influencing the improvement of all programs, whether on TV or radio, in the U.S. I believe knowledge of such interest and potential support will be of interest to you, as NAEB members, and to the Educational TV and Radio Center, which would be centrally placed in any such effort. This should in no sense be interpreted as an anti-commercial television step, as I believe is obvious.

I have suggested to Dr. Spence that she send each of you directly a copy of the resolution concerned. When you've had a chance to look it over, how do you feel about it, and the possibility of carrying it out?

We shall be glad to help in any way possible, if you feel something can be done, as I expect it will be, with and by the Center, to which this is also addressed. What do you say? If such a step is taken, I believe capitalizing on the national promotion offered by this group would be a considerable advantage.

Cordially,

/s/ H. J. Skornia

Harry J. Skornia
Executive Director

c.c. Uberto Neely, Cincinnati
NAEB Officers & TV Committees

EXHIBIT 8

C O P Y

NAEB HEADQUARTERS
14 Gregory Hall
Urbana, Illinois

C O P Y

April 19, 1954

Mr. Richard Bell, Chairman
NAEB Associate Members Committee
14 Matthews Library
Arizona State College
Tempe, Arizona

Dear Dick:

For many months I have heard from many Associate Members protests at not being able to share in the advantages of the Network. I have discussed and explained this quite frequently, but wonder if something can't still be done.

The principal reason why the Network doesn't distribute to Associates, as you probably know, is the matter of rights and other legal restrictions. Our various series carry no music sheets, for example, because educational stations require none. The thin staff at Headquarters must also limit itself to coordination of (Committee) selection, and to distribution. They can assume no responsibility for rights and clearances. Their only recourse now, in case of a request for a series, is to refer the requester to the originator, because both of these two contain all the variables involved in the problem. That is the first difficulty.

The second is the matter of number of requests. If only three or four Associate Members desired to receive NAEB Network programs, this would not justify operation of the 11-channel duplicator mechanism in Urbana. This same rule applies to NAEB Actives, of course. But this probably needs getting out of the talking and/or conjecture stage. If a substantial number of uses would be made, greatly increasing distribution throughout America of good educational programs, I would think that this would be most desirable. And I would guess that if specific facts and a proposed plan, showing a real need and a real possibility, were presented, the Directors and membership would be likely to consider favorably.

It seems to me that the offerings of the Network need study by your Committee, or a sub-committee and/or a member of it, to see which programs, from the point of view of rights, music, union relations, etc. could go to commercial stations on a sustaining basis. These could then be circularized to Associate Members to see how many would take, if available, so a specific plan could be proposed. What do you say?

Sincerely,

Harry J. Skornia

Harry J. Skornia
Executive Director

cc: NAEB Officers
Associate Members Committee
Paul Reed
Gale Adkins

HJS:mbh

EXHIBIT 24

NAEB Television Engineering Workshop
October 19-27, 1954
New York Area

Tentative Roster

1. Mr. Lawrence Anderson, Radio Hall, University of Wisconsin, Madison, Wisconsin
2. Mr. William Gordon Benson, Radio Station KUOM, University of Minnesota, Minneapolis, Minnesota
3. Mr. James H. Bonney, Chief Engineer, Station WBUR, Boston University, Division of Communication Arts, 84 Exeter Street, Boston 16, Massachusetts
4. Mr. Lawrence A. Brogger, Radio Station KUOM, University of Minnesota, Minneapolis, Minnesota
5. Mr. A. J. Boggioni, Radio Station WOSU, Ohio State University, Columbus 10, Ohio
6. Mr. John R. Brugger, Chief Engineer, Radio Station WILL, University of Illinois, Urbana, Illinois
7. Mr. Charles W. Brooke, Jr., Television Station WQED, 4337 Fifth Avenue, Pittsburgh 13, Pennsylvania
8. Mr. K. Winston Bugg, Chief Engineer, Radio Station WABE, Board of Education, City Hall, Atlanta 3, Georgia
9. Mr. Gerard Colliot, Radiodiffusion Francaise, 972 Fifth Avenue, New York 21, New York
10. Mr. Harold D. Gorsuch, Radio Station WOSU, Ohio State University, Columbus 10, Ohio
11. Mr. Charles E. Houston, Associate Professor, Electrical Engineering, Texas Technological College, Lubbock, Texas
12. Mr. Kyriacos Joannou, Chief Engineer, Radio and TV Services, Oklahoma A & M College, Stillwater, Oklahoma
13. Mr. Lawrence A. Larson, Radio Station KUOM, University of Minnesota, Minneapolis, Minnesota
14. Prof. E. M. Lonsdale, Electrical Engineering Department, Electrical Engineering Building, State University of Iowa, Iowa City, Iowa
15. Mr. Carl Menzer, WSUI, University of Iowa, Iowa City, Iowa
16. Mr. Guy H. Peden, Jr., Radio Station WOSU, Ohio State University, Columbus 10, Ohio
17. Mr. C. D. Phillips, TV Laboratory, State University of Iowa, Iowa City, Iowa
18. Mr. Walter Rechenberg, Jr., Television Station WQED, 4337 Fifth Avenue, Pittsburgh 13, Pennsylvania
19. Mr. Frederick M. Remley, Jr., Television Office, University of Michigan, 310 Maynard Street, Ann Arbor, Michigan
20. Mr. Robert Schlorff, Chief Engineer, Radio Station WDET, Wayne University, Detroit 1, Michigan
21. Mr. W. Worcester Smith, Assistant Professor of Electrical Engineering, University of Massachusetts, Amherst, Massachusetts
22. Mr. Joseph E. Stuckey, Chief Engineer, Radio Station WUOA, University of Alabama, Box 2002, University, Alabama
23. Mr. Ralph R. Townsley, Radio Station WBAA, Purdue University, Lafayette, Indiana
24. Mr. Johnny F. Wahlfeldt, Broadcast Engineer, Television and Motion Pictures, University of Illinois, Urbana, Illinois
25. Mr. Gordon Ward, Radio Station WDTR, 9345 Lawton, Detroit, Michigan
26. Mr. Noyes W. Willett, Radio House, University of Texas, Austin, Texas

EXHIBIT 24 (con't)

Television Engineering Workshop*

and

NAEB Convention* Sessions of Interest to Engineers

October 19 and 20--Radio Corporation of America, Camden, New Jersey.

RCA is condensing their three-day black and white television seminar to two days for the NAEB Workshop.

October 21 and 22--General Precision Laboratory, Pleasantville, New York.

GPL sessions will be held in the Log Cabin on the Manville estate where they expect to have most of their equipment in operation for the workshop. In addition, we will also visit their plant.

October 23--Morning session at the DuMont Telecenter, New York City.

Afternoon session--Multiple transmitter location at the Empire State Building. We will inspect WABD, WABC-TV, and WATV transmitters.

October 24--2 p.m. session at Hotel Biltmore.

Meeting with NAEB officers and directors.

October 25--Allen B. DuMont Laboratories, Clifton, New Jersey.

DuMont is planning technical sessions and demonstrations of equipment in their transmitter, tube, and oscilloscope plants.

October 26--Morning session at National Broadcasting Company studios, covering maintenance, kinescope recording and lighting.

Afternoon session at CBS covering same topics as morning session. Short tours of both NBC and CBS facilities.

October 27--8:30 to 10:30 a.m. Workshop session to organize reports.

10:30 a.m. Take bus to United Nations Headquarters.

11:30 a.m. Luncheon at United Nations Headquarters.

12:45 p.m. Tour of UN radio and television communication facilities.

2:15 p.m. Visit convention exhibits.

October 28--9:15 a.m. to 12--convention sessions.

12:30 p.m.--Luncheon with radio and television executives. Speaker to be Chairman of the Federal Communications Commission. Members of FCC staff have been invited and there will be opportunity for engineers to meet and talk with them.

2:30 p.m.--Technical workshop session at WNYC studios. Clarence LeBel, President of Audio Instruments, Incorporated, will lead the discussion and demonstrations. These will include the use, testing, and maintenance of tape recorders and a discussion and demonstration of audio testing techniques.

October 29--9:15-12--convention sessions.

2:30 p.m. session.

1. Color demonstration by NBC
2. Television rehearsal at CBS in use of cameras and lighting.

7:00 p.m.--NAEB banquet at the Hotel Biltmore.

October 30. 9:15 a.m.--General convention business session, final reports, and election of officers.

*Note: Television Engineering Workshop--October 19-27, inclusive.
NAEB Convention--October 27-30, inclusive.

Please note that the workshop and convention overlap one day, Wednesday, October 27.

EXHIBIT 25

National Association of Educational Broadcasters
Technical Facilities Report

Date:

Licensee:

Call Letters: Channel_____ ERP_____ Visual_____ Aural

Transmitter Location: Studio:

Antenna: ft. above terrain ft. above ground Type_____

Began operation:

Transmitter: _____ Type_____ Rated_____ Visual_____ Aural

Studios:

Lighting:

Live Cameras:

Film Cameras:

Film Projectors:

Slide Projectors:

Opaque Projectors:

Audio Console:

Turntables:

Tape Recorder:

Video Switcher:

Video Monitors:

Camera Controls:

Sync Generators:
Video Recorder:
Mobile Unit:

Microwave Equipment:

S-T Transmission:

Chief Engineer:

EXHIBIT 29

Scholarship Award Winners

NAME	INSTITUTION ATTENDED	DATES
*David H. Ayers	University of Cincinnati	June 28-July 9
Julia Wagner	Syracuse University	Aug. 2-20
Gale R. Adkins	George Peabody College	Aug. 2-13
*Elizabeth Young	Michigan State College	Aug. 2-20
*David Marxer	" " "	"
*John Fouts	" " "	June 21-July 30
*LeRoy Bannerman	" " "	Aug. 2-20
*Sister Annella Gallagher	" " "	"
*Jane McCammon	" " "	June 22-July 30
*Neal Balanoff	" " "	Aug. 2-20
Rae O. Weimer	Syracuse University	Aug. 9-20
Monroe Cohen	Michigan State College	Aug. 2-20
Owen S. Rich	" " "	"
*Herbert Prescott	Iowa State College	Aug. 15-27
Gordon A. Sabine	" " "	"
*Helen Rennick	George Peabody College	Aug. 2-13
*Lillian Lee	" " "	"
*Juanita Jane Rucker	Michigan State College	Aug. 2-20
Mrs. Terry Scott	George Peabody College	Aug. 2-13
*Mrs. Margaret Johnson	" " "	"

*Reports received

EXHIBIT 30

NAEB Educational Television Production Workshop
August 23 - September 10, 1954
Michigan State College, East Lansing, Michigan

Roster

1. Mr. Thomas J. Brophy, Office of Radio-Television, NEW YORK UNIVERSITY, Washington Square, New York 3, New York
2. Mr. Charles B. Gilbert, RADIO STATION KSLH, ST. LOUIS BOARD OF EDUCATION, 1517 South Theresa Avenue, St. Louis 4, Missouri
3. Dr. Lewin Goff, Department of Speech, STATE UNIVERSITY OF IOWA, Iowa City, Iowa
4. Mr. John Henderson, RADIO STATION WBAA, PURDUE UNIVERSITY, Lafayette, Indiana
5. Mrs. L. C. McNabb, Director of Broadcasting, MILLIKIN UNIVERSITY, Decatur, Illinois
6. Mrs. Maude Kemper Riley, Editor of Publications, THE ART INSTITUTE OF CHICAGO, Chicago 3, Illinois
7. Miss Margaret Siegley, Assistant Director of Radio and TV, OKALHOMA CITY PUBLIC SCHOOLS, Oklahoma City 6, Oklahoma
8. Miss Hilary Whittaker, Department of Speech, WAYNE UNIVERSITY, Detroit 1, Michigan
9. Mr. Anthony W. Zaitz, Department of Speech, UNIVERSITY OF MASSACHUSETTS, Amherst, Massachusetts
10. Mr. Ray E. Halcombe, Department of Drama and Speech, MACMURRAY COLLEGE, Jacksonville, Illinois
11. Dr. Harry W. Knepler, Division of Liberal Studies, ILLINOIS INSTITUTE OF TECHNOLOGY, Chicago 16, Illinois
12. Mr. W. Ferron Halvorson, Director of Broadcasting, TEXAS TECHNOLOGICAL COLLEGE, Lubbock, Texas
13. Mr. S. Donald Robertson, Department of Speech, RADIO STATION KFJM, UNIVERSITY OF NORTH DAKOTA, Grand Forks, North Dakota
14. Mr. Ralph J. Tangney, Program Manager, RADIO STATION WGBH-FM AND WGBH-TV (WGBH EDUCATIONAL FOUNDATION), Symphony Hall, Boston 15, Massachusetts
15. Mr. John E. Young, Manager, RADIO STATION WUNC, UNIVERSITY OF NORTH CAROLINA, Chapel Hill, North Carolina
16. Mr. Roland E. Fenz, Director, RADIO STATION KSTC, KANSAS STATE TEACHERS COLLEGE, Pittsburg, Kansas
17. Mr. Fred B. Rainsberry, Television Service, CANADIAN BROADCASTING CORPORATION, 354 Jarvis Street, Toronto, Ontario, Canada
18. Miss Marjorie E. Stevens, RADIO STATION WDTR, DETROIT PUBLIC SCHOOLS, 9345 Lawton Avenue, Detroit 6, Michigan
19. Mrs. de Lacee W. Holland, BIRMINGHAM CITY SCHOOLS, 2904 Ave. W. Ensley Hglds., Birmingham 8, Alabama
20. Miss Julia M. Hanna, Department of Communication Arts, UNIVERSITY OF DETROIT, 4001 W. McNichols Road, Detroit 21, Michigan
21. Mr. Glenn W. Price, Division of Radio and Television, UNIVERSITY OF KANSAS, Lawrence, Kansas
22. Mr. William G. Harley, Manager, Radio Station WHA-TV, UNIVERSITY OF WISCONSIN, Madison, Wisconsin

EXHIBIT 30 (con't)

23. Mr. Paul Carpenter, Jr., Producer and Director, Radio Workshops, Radio Station WABE, Board of Education, Atlanta 3, Georgia
24. Miss Donatha Mainguth, Department of Communication Arts, MERCY COLLEGE, 8200 West Outer Drive, Detroit 19, Michigan
25. Miss Rita Smyth, Publicity Director, MARYGROVE COLLEGE, Detroit, Michigan
26. Miss Emma Fantone, Director, Audio-Visual Aids Service, NEW JERSEY STATE TEACHERS COLLEGE, Upper Montclair, New Jersey

TENTATIVE OUTLINE OF NAEB TV PRODUCTION WORKSHOP
At WKAR TV, East Lansing, Michigan
August 23 - September 10, 1954

SUNDAY, August 22

8:00 P. M.	Social Hour - Orientation Session -- Studio

MONDAY, August 23

9:00 A. M.	General Session -- Studio Introduction of Staff Opening Lecture by Bretz
10:30 A. M. (E)	Demonstration of Studio Equipment (cf p. 20 of 1953 Report) -- Studios A & B (or B & C) Bretz & 3 assistants
12:00	LUNCH
1:30 P. M. (E)	Individual Check-out on equipment (LAB PROJECT #1) -- Studios A & B; Bretz, Stasheff & 6 assistants
3:00 P. M.	General Session -- Conference Room Lecture by Dr. Hunter, if available: "The Problems of Educational TV"
4:30 P. M.	Break for rest, wash-up, and dinner
7:15 P. M.	Meet in Conference Room and organize observation groups. Group A in control room, others in Conference Room watching monitor. Observe WKAR-TV programs until sign-off
8:45 P. M.	General Session in Conference Room -- Workshoppers introduce themselves

EXHIBIT 30 (con't)

TUESDAY, August 24

9:00-10:30 A. M.	LEC.: Terminology, Cueing & Timing -- Studio (A, B or C)
10:30 A. M. (E)	LAB.: Project #1, continued -- Studios A & B
12:00	LUNCH
1:30 P. M. (E)	LAB.: Project #2 -- Studios A & B
3:00-4:15 P. M.	Observe 4-H programs; 12 in control room (Group B) Rest in Conference Room, watching monitor
4:45-7:00 P. M.	DINNER
7:00 P. M.	LEC.: Types of Programs - Bretz
8:30 P. M.	Screen and discuss kinescope recordings (Projector needed -- Conference Room)

NB: From this point on, Lunch and Dinner Hours are not listed in the schedule. Lunch Hour is pretty consistently 12 N to 1:30 P. M., while Dinner Hour is from the end of the 3:00 P. M. session (usually 4:30 or 4:45) to 7:00 P. M.

WEDNESDAY, August 25

9:00 A. M.	LEC.: The Tools of TV - Bretz (Part I) -- Conference Room
10:30 A. M.	LEC.: The Operation of the ETRC, by a representative of the Center - Conference Room
1:30 P. M. (E)	Continuation of LAB. Project #2 -- Studios A & B
3:00 P. M. (E)	" " " " " " "
7:00 P. M.	Observation - Gp. C observes Handiman Show in Control Room, others in Conference Room with Bretz for Lecture. LEC.: The properties of TV Lenses -- Bretz
8:30 P. M.	JOINT SESSION: How to prepare for LAB. Project #3 - Interview -- Conference Room -- Stasheff Gp. C will be talent in this project

EXHIBIT 30 (con't)

THURSDAY, August 26

9:00 A. M.	Individual dry runs and preparation for LAB Project #3	-- Studios A & B
10:30 A. M. (E)	Production of LAB. Project #3	-- " "
1:30 P. M. (E)	" " " " "	-- " "
3:00 P. M. (E)	" " " " "	-- " "
7:45 P. M.	Observe Cine Report in Conference Room	
8:00 P. M.	Discuss " " " " "	
8:30 P. M.	Prepare panel programs for next day.	

FRIDAY, August 27

9:00 A. M.	LEC.: The Tools of TV, Part II -- Bretz	-- Conference Room
10:30 A. M.	DRY RUN; Panel Programs	-- Studios A & B
1:30 P. M. (E)	LAB.: Project #4, Panel Programs	-- " "
3:30 P. M. (E)	" " " " "	-- " "
7:30 P. M.	Group B observes Handiman Program while Groups A & C listen to LEC.: Formats, Rundowns and Scripts - Stasheff	-- Control Room -- Conference Room
8:30 P. M.	Screen and Discuss Kines	-- Conference Room

NB: No calls for Engineering Staff this day

9:00 A. M.	LEC.: Problems of Producing Remote Pick-ups - Bretz	-- Conference Room
10:30 A. M.	LEC.: Problems of Scripting for Remotes - Stasheff	-- " "
1:30 P. M.	LAB.: Remote Survey & Report	-- All Outdoors
3:00 P. M.	" " " "	-- " "
EVENING	FREE	

EXHIBIT 30 (con't)

SUNDAY, August 29

10:00 A. M. (E)	LAB.: Set up Remote (For those who can go to Church early or who do not plan to go to Church.)	-- Remote Site
1:00 P. M.	Rehearse Remote	-- " "
3:30 P. M.	Present Remote Program	-- " "
4:30 P. M.	Tear-down remote equipment & return to studio	-- " "
EVENING:	FREE	

MONDAY, August 30

9:00 A. M.	LEC.: Graphics & Visualizations - Bretz	-- Conference Room
10:30 A. M. (E)	LAB.: Exercise 5 - Charade Quiz	-- Studios A & B
1:30 P. M. (E)	" " " "	-- " "
3:00 P. M. (E)	" " " "	-- " "
7:30 P. M.	LEC.: Management Problems in Educational TV - Morris Novik	-- Conference Room
8:45 P. M.	Screening & Discussion of kines, and Individual Consultation with Mr. Novik	-- " "

TUESDAY, August 31

9:00 A. M.	LEC.: Use of Film Inserts in Live Shows - Stasheff Include St. Louis kine, "Rocks"	-- " "
10:30 A. M.	LAB.: Individual check-out on 16 mm. projectors of various types Group B: Lecture on Formats, Rundowns, etc. - Stasheff	-- Conference Room & Studios
1:30 P. M.	LEC.: Introduction to Film Equipment - - Williams	-- Conference Room
3:00 P. M.	LEC.: How to Shoot a Film Sequence - Bretz	-- " "
7:00 P. M.	LEC.: How to Prepare an Out-door Studio Program - Bretz	-- " "
8:00 P. M.	SYMPOSIUM: Problems of kinescope recording - Hunter, Stasheff, WKAR-TV Recording Engineer	-- " "

EXHIBIT 30 (con't)

WEDNESDAY, September 1

9:00 A. M.	LAB.: Shooting a Film Sequence - Gp. A - Bretz & Johnson	-- Outdoors
	LEC.: Editing Techniques - Gp. B - Williams	-- Film Room
	LEC.: Writing & Pkging - Gp. C. - Stasheff	-- Conference Room
10:30 A. M.	LAB.: Shooting a Film Sequence - Gp. A	-- Outdoors
	LAB.: Ind. Check-out on Splicer -Gp. B	-- Film Room
	Ind. Review of Audio - Gp. B	-- Engineer - Control Room
	LEC.: Writing & Pkging - Gp. C.	-- Conference Room
1:30 P. M. (E)	LAB.: Project #6, Film-&-MC Show - Gp. A	-- Studio A
	LAB.: Project #7, Outdoor Studio - Gp. B	-- Outdoor Studio
	LAB.: Writing on Shows or Observe Outdoor Studio - Gp. C	
3:00 P. M. (E)	CONTINUATION OF 1:30 SCHEDULE	
7:00 P. M.	LEC.: What the Educational Producer Should Know About TV Engineering - Cecil Bidlack	- Conference Room
8:00 P. M.	Individual conferences with Mr. Bidlack Screening and discussion of kines	

THURSDAY, September 2

9:00 A. M.	LAB.: Shooting a Film Sequence - Gp. B	-- Outdoors
	LEC.: Editing Techniques - Gp. A	-- Film Room
	LEC.: Individual Problems - Gp. C	-- Conference Room
10:30 A. M.	LAB.: Shooting a Film Sequence - Gp. B	-- Outdoors
	LAB.: Ind. Check-out on Splicer- Gp. A	-- Film Room
	Also Check-out on Audio - Gp. A	-- Engineer - Control Room
	LAB.: Writing Programs - Gp. C	-- Own Rooms

EXHIBIT 30 (con't)

THURSDAY, September 2 (con't)

1:30 P. M.	(E)	LAB.: Project #6, Film-&-MC - Gp. B	-- Studio A
	(E)	LAB.: Project #7, Outdoor Studio - Gp. A	-- Outdoor Studio
		LAB.: Writing - Gp. C	-- Own Rooms
3:00 P. M.	(E)	CONTINUATION OF ABOVE 1:30 SCHEDULE	
7:30 P. M.		Screen & Discuss Kines	-- Conference Room

FRIDAY, September 3

9:00 A. M.		LAB.: Survey & Prepare Individual Remotes (CONTINUOUS ALL MORNING)	-- Remote Site
1:30 P. M.	(E)	LAB.: Project #6, Film-&-MC - Gp. A	-- Studio A
	(E)	LAB.: Project #7, Outdoor Studio - Gp. B	-- Outdoor Studio
		LAB.: Analysis of Scripts - Gp. C	-- Conference Room
3:00 P. M.	(E)	LAB.: Project #6, Film-&-MC - Gp. B	-- Studio A
	(E)	LAB.: Project #7, Outdoor Studio-Gp. A	-- Outdoor Studio
		LAB.: Analysis of Scripts - Gp. C	-- Conference Room
7:00 P. M.		LEC.: Floor Plans & Shot Plotters - Omnes-	" "
8:00 P. M.		LEC.: Demonstration of TV Lighting- "	-- Studio A or B
9:00 P. M.		LAB.: Individual Check-out on Lighting Instruments - "	-- " "

NB: 3-4 WKAR-TV Staff Technicians needed on this evening

SATURDAY, September 4

9:00 A. M. to 12:00 N 1:30 P. M. to 4:30 P.M.	(E)	Present 5-minute segments of Exercise Remote
4:30 P. M. to 5:00 P. M.		Assist Engineers to tear-down and return equipment to studio
EVENING		FREE

EXHIBIT 30 (con't)

SUNDAY, September 5

9:00 A. M. to 12:00 N	FREE
1:30 P. M. to 4:30 P. M.	Rehearse (Block and Dry-Run) Vignettes I & II -- Studios A & B
	Plan and Write Final Shows for Thursday, 9/9 -- Conference Room
7:30 P. M. to 9:30 P. M.	Continue work on Vignettes I and II and on Final Shows, if additional time is needed

MONDAY, September 6

9:00 A. M. to 12:00 N -	
(E)	Group A produces Vignette I in Studio A
(E)	Group B produces Vignette II in Studio B
	Individuals edit their own film sequences -- Film Room
1:30 P. M. to 4:30 P. M. -	
(E)	Group A produces Vignette II in Studio B
(E)	Group B produces Vignette I in Studio A
	Individuals continue editing own film -- Film Room
7:30 P. M. to 10:00 P. M.	Individuals continue editing own film -- Film Room
	Rehearse Block and Dry-Run Vignettes III & IV

TUESDAY, September 7

9:00 A. M. to 12:00 N -	
(E)	Group A produces Vignette III in Studio A
(E)	Group B produces Vignette IV in Studio B
	Individuals continue editing own film -- Film Room
1:30 P. M. to 4:30 P. M. -	
(E)	Group A produces Vignette IV in Studio B
(E)	Group B produces Vignette III in Studio A
	Individuals continue editing own film -- Film Room
7:30 P. M. to ?	(Projector needed) Screen student film sequences -- Conference Room

EXHIBIT 30 (con't)

WEDNESDAY, September 8

9:00 A. M. to 12:00 N		Block and dry-run final shows	-- Studios A & B
1:30 P. M. to 4:30 P. M.	(E)	Rehearse final shows on camera	-- " "
7:45 P. M. (After Sign-off)	(E)	Special Effects Demonstration - Bretz	-- Studio ?

THURSDAY, September 9

9:00 A. M. to 12:00 N	(E)	Rehearse Final Shows, with full run-thru at 10:30 A. M.	-- Studios A & B
1:30 P. M.	(E)	Full Dress Rehearsal	-- Studios A & B & Film Chain
3:00 P. M. to 4:00 P. M.	(E)	AIR TIME * Present Final Shows	-- " " "
7:00 P. M.		Final Dinner	

FRIDAY, September 10

9:30 A. M. -	Clean up and return borrowed props, etc.	
10:30 A. M. -	Write Final Evaluations of Workshop	-- Conference Room
	Check out, pay bills, etc. Turn in vouchers, if needed	
12:00 N	Depart	

EXHIBIT 31

Grants - In - Aid

1952-53

Radio

University of Alabama - $5,000.00 - DOCUMENT DEEP SOUTH. 18 - 30 minute programs. Began on Network - Spring, 1954 - Carried by 68 stations.

Boston University - $5,800.00 - NEW ENGLAND RENAISSANCE. 13 - 30 minute programs. Began on Network - Winter, 1954 - Carried by 72 stations.

Grinnell College - $3,400.00 - PATRIOSCRIPT. 13 - 15 minute programs. Began on Network - Winter, 1954 - Carried by 62 stations.

University of Michigan - $6,000.00 - THEY FOUGHT ALONE. 13 - 30 minute programs. Began on Network - Winter, 1954 - Carried by 82 stations.

Indiana University - $3,100.00 - FOLKLORE OF INDIANA. 13 - 15 minute programs. Began on Network - Winter, 1954 - Carried by 52 stations.

University of Chicago - $6,500.00 - Several miscellaneous series and individual programs. All still being considered by Committee with one exception - AMERICAN LANGUAGE. 9 - 15 minute programs. Began on Network - Winter, 1954 - Carried by 63 stations.

University of North Carolina - $5,000.00 - AMERICAN ADVENTURE I. 13 - 30 minute programs. Began on Network - Spring, 1954 - Carried by 71 stations.

Television

Syracuse University - $6,700.00 - FOOTNOTES TO AMERICA. 13 - 30 minute programs. No kinescopes made.

Stanford University - $8,900.00 - PEOPLE, PLACES AND POLITICS. 13 - 30 minute programs. Already distributed by ETRC.

University of Minnesota - $8,900.00 - MINNEAPOLIS SYMPHONY ORCHESTRA. 10 - one-hour programs. Only two of these programs kinescoped.

University of Oklahoma - $8,900.00 - CAMP FIRES AND WAR DRUMS. 9 - 10 minute programs. Project not complete.

University of Miami - $8,500.00 - FRONTIERS OF THE SEA. 10 - 15 minute programs. Already distributed by ETRC.

Wayne University - $2,100.00 - INTERNATIONAL TOWN. 13 - 30 minute programs. Not in kinescope form for distribution.

1953-54

Radio

Alabama College - $1,800.00 - ORGAN MUSIC OF THE CENTURIES. 26 - 30 minute programs. At Committee.

University of Chicago - $5,000.00 - Miscellaneous programs. Only a few tapes received to date.

George Washington University - $700.00 - WASHINGTON BACKGROUND. 26 - 15 minute programs. Not accepted by Committee.

Iowa State College - $4,500.00 - CONTOUR COUNTRY. 13 - 30 minute programs. Not accepted by Committee.

University of Iowa - $5,000.00 - HOW'S THE FAMILY? 13 - 30 minute programs. At Committee.

University of Massachusetts - $4,500.00 - NEW ENGLAND ANTHOLOGY. 10 - 30 minute programs. At Committee.

Michigan State College - $6,000.00 - THE GREAT LAKES - PATHWAY TO PROGRESS. 13 plus - 15 minute programs. Not yet complete.

University of North Carolina - $5,000.00 - AMERICAN ADVENTURE II. 13 - 30 minute programs. Not completed. Continuation of earlier series which was excellently received.

Television

Stanford University - $8,000.00 - YOUR RUGGED CONSTITUTION. 13 - 30 minute programs. Project not completed.

New York University - $6,500.00 - ARCHEOLOGY AND MODERN MAN. 13 - 30 minute programs. Now being distributed by ETRC.

University of Illinois - $8,500.00 - FEEDING A NATION. 13 - 30 minute programs. Project to be completed in October.

KSLH, St. Louis Public Schools - $3,500.00 - CHEZ MIMI. 13 - 15 minute programs. Kinescopes at ETRC. Not yet distributed.

University of Nebraska - $9,000.00 - NEBRASKA TRILOGY. 39 - 30 minute programs. Some kinescopes at ETRC.

University of Wisconsin - $8,000.00 - CRISIS IN THE CITY. 13 - 30 minute programs. Project not completed.

EXHIBIT 32

Grants-in-Aid - 1954-55

The following institutions have been selected for grants as indicated, subject to final approval by the ETRC and negotiation of contracts.

University of Michigan - $6,530.00 - HEROES 'ROUND THE WORLD. 13 thirty-minute programs.

San Bernardino Valley College - $5,000.00 - Dealing with "man in an urban environment." 10 thirty-minute programs.

Millikin University - $775.00 - MUSIC IN THE MAKING. 26 fifteen-minute programs.

Ohio State University - $3,200.00 - OUR UNFINISHED BUSINESS. 13 thirty-minute programs.

University of Alabama - $5,350.00 - PROJECTION INTO THE FUTURE. 18 thirty-minute programs.

University of Texas - $5,400.00 - THE CHILD BEYOND. 13 thirty-minute programs.

University of North Carolina - $6,750.00 - AMERICAN ADVENTURE - III. 13 thirty-minute programs.

Lowell Institute Cooperative Broadcasting Council - $6,750.00 - THEY BENT OUR EAR: TRAVELERS TO AMERICA. 13 thirty-minute programs.

EXHIBIT 33

KPFA - Pacifica Foundation Grant Status

(Total grant of $30,000.00 for 45-50 hours of programming.)

Series Approved:

KIDNAPPED. 16 thirty-minute programs. Began on Network - Summer, 1954 - Carried by 35 stations.

AFRICA. 4 thirty-minute programs. Began on Network - Summer, 1954 - Carried by 33 stations.

ROBIN HOOD. 14 thirty-minute programs. Will begin on Network - Winter, 1955.

GREAT BOOKS OF ASIA. 12 thirty-minute programs. Will begin on Network - Winter, 1955.

CHORAL CONCERTS. 12 thirty-minute programs. Will begin on Network - Spring, 1955.

ARCHITECTURE. 6 plus thirty-minute programs. Will begin on Network - Spring, 1955.

ASTRONOMY FOR THE LAYMAN. 6-12 thirty-minute programs. Will begin on Network - Spring, 1955.

THE NEGRO SPIRITUAL. 5 thirty-minute programs. Will begin on Network - Spring, 1955.

Series still before Acceptance Committee:

INTERPRETATION. 4 thirty-minute programs.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
TRUST: W.K. KELLOGG FOUNDATION
FINANCIAL STATEMENT
June 30, 1954
(For fiscal year, 1953-1954)

	Kellogg Trust Fund	NAEB Revolving(1)	Total
Balance, July 1, 1953 (Per 1952-53 Report)	$ *6,547.79	$ 5,546.79	$ *1,001.00
Revolving balance trans. to Trust Fund	5,546.79	-5,546.79	
	$ *1,001.00	-	$ *1,001.00
Receipts (see budget, attached)	67,500.00	26,322.15	93,822.15
Total Balance and Receipts	$ 66,499.00	$ 26,322.15	$ 92,821.15
Expenditures, per attached report	66,499.00	25,795.50	92,294.50
Balance, June 30, 1954	$ -	$ 526.65	$ 526.65

*Deduct (deficit)
(1) This is the account which has been set up, under University of Illinois requirements, for Network Assessment Fees and other income accruing to the NAEB Headquarters and Network.

REPORT OF EXPENDITURES FOR THE FISCAL YEAR

Summary (Detail Attached)

	Budget	Actual	Balance
Salaries and Wages (1)	$ 35,790.00	$ 37,651.19	$ *1,861.19
Seminars, Travel, Research	21,200.00	11,169.58	10,030.42
Supplies and Expenses	27,000.00	37,573.73	*10,573.73
Administrative Expenses	2,250.00	5,900.00	*3,650.00
Contingencies	1,910.00	-	1,910.00
Total(2)	$ 88,150.00	$ 92,294.50	$ *4,144.50

*Deduct (deficit)
(1) Employer's Contribution to Retirement Fund (7.79%) and Workmen's Compensation (1.5%) are included.
(2) Actual income was $93,822.15. This, and the $1,001.00 deficit at the start of the year, accounts for the discrepancy between above balance and actual cash position on June 30, 1954, shown above.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
TRUST: W. K. KELLOGG FOUNDATION
REPORT OF EXPENDITURES FOR THE FISCAL YEAR
1953-1954

Seminars, Travel, Research

	Budget	Actual	Balance
Seminars	$ 5,500.00	$ 2,339.52	$ 3,160.48
Regional Meetings	4,500.00	1,669.07	2,830.93
Exec. Com. (& Directors') Meetings	2,000.00	1,720.46	279.54
Office(r) Travel	3,200.00	2,756.84	443.16
NAEB Committees	2,500.00	2,036.19	463.81
Research	3,500.00	647.50	2,852.50
	$21,200.00	$11,169.58	$10,030.42

Supplies and Expenses

	Budget	Actual	Balance
Mailing, Express, Freight		$ 7,300.49	
Equipment (Incl. Replacement parts, repairs and alterations)		2,651.04	
Office and Misc. Network Supplies & Exp.		1,397.54	
Publications, Clipping Service		424.25	
Telephone & Telegraph		1,679.34	
Printing and Art Work		2,095.22	
Stenographic Bureau (Mimeographing)		2,369.55	
Shipping Materials		407.94	
Customs		108.00	
Hauling		122.33	
Recording Service		539.97	
Tapes (Incl. replacement boxes, reels)		7,323.06	
Professional Services		500.00	
New Duplicator, Repair of Old Duplicator, Replacement Parts		11,600.00	
		38,518.73	
Less: Expense incurred in 1952-53, reimbursed in 1953-54		945.00	
	$27,000.00	$37,573.73	$*10,573.73

*Deduct (deficit)

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
TRUST: W. K. KELLOGG FOUNDATION
BUDGET 1953-54

BUDGET SUMMARY	Original Budget	As Amended Upon Receipt of Subsidiary Grant
Salaries & Wages (1)	$ 30,790.00	$ 35,790.00
Seminars, Travel, Research	19,200.00	21,200.00
Supplies & Expenses	12,000.00	27,000.00
Administrative Expenses	2,250.00(2)	2,250.00(2)
Contingencies	1,910.00(2)	1,910.00(2)
	$ 66,150.00	$ 88,150.00
NAEB HEADQUARTERS		
Salaries & Wages	$ 14,027.00	$ 19,027.00
Seminars, Travel, Research	18,200.00	20,200.00
Supplies & Expenses	5,700.00	5,700.00
Administrative Expenses	1,560.00	1,560.00
Contingencies	1,910.00	1,910.00
	$ 41,397.00	$ 48,397.00
NAEB NETWORK		
Salaries & Wages	$ 16,763.00	$ 16,763.00
Travel	1,000.00	1,000.00
Supplies & Expenses	6,300.00	21,300.00
Administrative Expenses	690.00	690.00
	$ 24,753.00	$ 39,753.00
BUDGET ANALYSIS		
SALARIES & WAGES	$ 30,790.00	$ 35,790.00
SUPPLIES & EXPENSES	$ 12,000.00	$ 27,000.00
SEMINARS, TRAVEL, RESEARCH:		
Seminars	$ 5,500.00	$ 5,500.00
Regional Meetings	4,500.00	4,500.00
Exec. Com.(& Directors') Meetings	2,000.00	2,000.00
Office(r) Travel	2,200.00	3,200.00
NAEB Committees	1,500.00	2,500.00
Research	3,500.00	3,500.00
	$ 19,200.00	$ 21,200.00
ADMINISTRATIVE EXPENSES	$ 2,250.00	$ 2,250.00
CONTINGENCIES	1,910.00	1,910.00
TOTALS, ANALYSES	$ 66,150.00	$ 88,150.00

(1) Includes Employer's Contribution to Retirement Fund (7.79%) and Workmen's Compensation (1.5%).

(2) No allowance was made in budget for 1952-53 Administrative Expenses which were charged this year, nor was any allowance made in the Subsidiary Grant for Administrative Expenses on the Subsidiary Grant. The contingency fund was used to partially cover these items.

RECEIPTS

	ORIGINAL BUDGET	REVISED BUDGET	ACTUAL
Headquarters (Kellogg)	$ 34,000.00	$ 41,000.00	$ 41,000.00
Tape Network (Kellogg)	(11,500.00)	(26,500.00)	(26,500.00)
Tape Network (Fees)	(20,650.00)	(20,650.00)	(20,741.00)
Tape Network (Totals)	32,150.00	47,150.00	47,241.00
Other Income (1)			5,581.15
	$ 66,150.00	$ 88,150.00	$ 93,822.15

(1) Other Income:

From NAEB Treasury	$ 3,000.00
Sale of Publications	690.00
Tapes, sold, rented, dubbed	230.00
Reimbursable Services	1,629.65
Miscellaneous	31.50
	$ 5,581.15

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
Budget for July 1, 1954-June 30, 1955

NAEB BUDGET SUMMARY	
Salaries and Wages (1)	$ 46,330.00
Seminars, Travel, Research	15,500.00
Supplies and Expenses	20,250.00
Administrative Charge (5% of Kellogg Grant)	2,525.00
Contingencies (general)	1,000.00
Total	$ 85,605.00
NAEB HEADQUARTERS (KELLOGG)	
Salaries and Wages	$ 27,721.28
Seminars, Travel, Research	15,200.00
Supplies and Expenses	6,750.00
Administrative Charge (5% of Kellogg Grant)	2,200.00
Contingencies (general)	500.00
Total	$ 52,371.28
NAEB NETWORK (NAEB & KELLOGG)	
Salaries and Wages	$ 18,608.72
Travel	300.00
Supplies and Expenses	13,500.00
Administrative Charge (5% of Kellogg Grant)	325.00
Contingencies (general)	500.00
Total	$ 33,233.72

Income		
Headquarters		
Kellogg	$ 44,000.00	
Other Income (2)	7,530.00	$ 51,530.00
Network		
Kellogg	$ 6,500.00	
Assessment Fees (3)	29,075.00	35,575.00
		$ 87,105.00
Less Anticipated Deficit from 1952-54		1,500.00
		$ 85,605.00

BUDGET ANALYSIS:	Network	Headquarters
Salaries and Wages (1)	$ 18,608.72	$ 27,721.28
Supplies and Expenses (4)		
Mailing, Express, Freight	7,200.00	1,500.00
Mailing Materials for Network	900.00	
Office Supplies and Expenses	750.00	750.00
Periodicals, Books, Clipping Service		500.00
Telephone and Telegraph	500.00	1,500.00
Recording Service	150.00	
Recording Tape (incl. boxes and reels)	3,000.00	
Equipment (incl. parts replacement)	500.00	500.00
NAEB Publications and Reports (5)	500.00	2,000.00
	$ 13,500.00	$ 6,750.00

Seminars, Travel, Research	Network	Headquarters
Seminars	$	$ 3,500.00
Regional Meetings		3,000.00
Exec. Com. and Directors' Meetings		2,500.00
Office(r) Travel	300.00	2,700.00
NAEB Committees		2,500.00
Research		1,000.00
	$ 300.00	$ 15,200.00
	$	$

(1) Includes Employer's Contribution to Retirement Fund (7.79%) and Workmen's Compensation (1.5%)

(2) From Materials and Services provided by Headquarters on a reimbursable basis.

(3) Calculated as follows:

Class A - 23 Stations @ $600.00
Class B - 18 Stations @ 375.00
Class C - 31 Stations @ 275.00*

It was estimated that the increase in fees on July 1, 1954 would result in no decrease in Class A subscribers, a loss of three Class B stations, and a loss of six class C stations. The following table was used as a basis for this estimate:

Class	Actual Number	On Net 4/1/54	Never On Net	Dropped Since Fees
A	25	23	1	1
B	27	21	2	4
C	53	37	7	9

*Since preparation and approval of this budget, it was discovered that the Network assessment for Class C stations should be $225.00 (not $275.00). Therefore, as calculated (on the basis of 31 Class C stations), income from assessment fees will be $1,550.00 less than anticipated, or $27,525.00. However, this amount will be compensated for by the fact that the anticipated deficit for 1953-54 of $1,500.00 was avoided by curtailment of various services.

(4) Tentative, subject to changes of allotments within this group, as operationally necessary.

(5) To include all costs of art work, printing and stenographic bureau services for publications from this Headquarters (including Newsletter), not including committee and research reports which should be charged to expense of committees. In the past publications expenses have simply been shown as Headquarters Supplies and Expenses, which did not reveal general publications activities.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
14 Gregory Hall
Urbana, Illinois

May 25, 1954

The National Association of Educational Broadcasters announces:

1. NAEB Educational Television Scholarships and Fellowships for Study at existing Summer Sessions and Workshops.

2. NAEB Educational Television Production Workshop, August 23 - September 10, 1954, Michigan State College, East Lansing, Michigan.

3. NAEB Educational Television Engineering Workshop, October 19 - 27, 1954, New York area.

-- Grantees of scholarships may attend the television workshop of their choice among those offered by the institutions listed on the enclosed sheet.

-- The Production Workshop will be in charge of Mr. Rudy Bretz, assisted by Professor Edward Stasheff, University of Michigan, and the staff of WKAR-TV, Michigan State College.

-- The Engineering Workshop will be planned and coordinated by Mr. Carl Menzer, Chairman, NAEB Engineering Committee, and Mr. Cecil Bidlack, NAEB TV Engineer. The staff will consist largely of experts from equipment manufacturers and TV stations in the New York area.

THESE WORKSHOPS AND SCHOLARSHIPS ARE MADE POSSIBLE BY GRANTS FROM THE FUND FOR ADULT EDUCATION.

1. PRODUCTION WORKSHOP. The number of participants will be limited to 30 representatives of accredited institutions or organizations who have an educational television station, who hold a construction permit for an educational television station, who have applied for such a station, or who are engaged in the production of educational television programs. Participants will be selected on the basis of educational radio and television experience, education and experience in the related arts, and on the basis of the contribution to educational television which they are or will be in a position and likely to make.

   a. Selection of participants will be made by the NAEB Workshop and Training Committee.

   b. Participants will receive $5.00 per day up to $100.00 toward lodging and food. NO TRAVEL will be paid.

   c. Participants in the 1953 Production Workshop, held at the University of Illinois, are not eligible for attendance at the 1954 workshop.

2. APPLICATIONS. Applications should be submitted in seven copies and should specifically include the following items:

   a. Institution Represented: Name, TV status, and TV activities.

   b. Applicant: Name, title, present responsibilities and qualifications, and likely activities and duties for the next five years.

   c. Recommendation of Superior: Name, title, and signed letter of recommendation for the applicant, including information as to why this applicant was selected over possible other candidates.

   d. The following statement, signed, and dated, by the applicant:

      "If accepted, I agree to attend for the full period of the Workshop. I also understand that NAEB's contribution to the expenses involved shall not include any transportation and, for living expenses, shall be limited to $5.00 per day and may not exceed $100.00 for the full period. All personal expenses beyond this $100.00 will be borne by me or my institution."

   Applications should be mailed to Dr. Harry Skornia, Executive Director, NAEB, 14 Gregory Hall, Urbana, Illinois, and must be received not later than July 1, 1954. Successful applicants will be notified by August 1, 1954.

   Important Note to Applicant: Please indicate conspicuously at the top of application whether you are applying for TV Production Workshop, TV Engineering Workshop, or a Scholarship.

1. SCHOLARSHIPS. Participants will be selected on the basis of educational radio and television and radio experience, education and experience in related arts, and on the basis of the contribution to educational television likely to result from attendance at a television workshop or summer session.

   a. Selection of scholarship grantees will be made by the NAEB Workshop and Training Committee. No more than 40 scholarships will be awarded.

   b. Grantees may attend the workshop or summer session of their choice from those offered by the following institutions (which have been selected by the NAEB Workshop and Training Committee from respondents to the March 12 questionnaire):

      Michigan State College
      Syracuse University
      The University of Houston
      The University of Cincinnati
      George Peabody College
      State University of Iowa
      College of the Pacific
      Washington State College
      Iowa State College (WOI-TV)

   c. Grantees will be given a brief description of the workshops and courses offered by each of the above institutions, but will make all their own arrangements for attendance at the institution of their choice. (To save time candidates may do their own investigation of programs available.)

   d. Grantees will receive up to $150.00 as reimbursement of expenses to apply toward tuition, travel, and/or other expenses.

2. APPLICATIONS. Applications should be submitted in seven copies and should specifically include the following items:

   a. Institution Represented: Name, TV status, and TV activities.

   b. Applicant: Name, title, present responsibilities and qualifications, and likely activities and duties for the next five years.

   c. Recommendation of Superior: Name, title, and signed letter of recommendation for the applicant, including information as to why this applicant was selected over possible other candidates.

   d. The following statement, signed, and dated, by the applicant:

      "If granted a scholarship, I agree to attend a summer workshop or summer session offered by one of the institutions listed in the May 25th announcement. I also understand that the NAEB's contribution to the expenses involved shall not exceed $150.00. All expenses beyond this amount will be borne by me or my institution."

   e. Name of institution at which applicant prefers to attend workshop or summer session (if known).

Applications should be mailed to Dr. Harry Skornia, Executive Director, NAEB, 14 Gregory Hall, Urbana, Illinois, and must be received not later than June 5, 1954. Successful applicants will be notified by June 14, 1954.

Important Note to Applicant: Please indicate conspicuously at the top of application whether you are applying for TV Production Workshop, TV Engineering Workshop, or a Scholarship.

1. ENGINEERING WORKSHOP. Participants will be selected on the basis of need and benefit to educational television in general (stations, programs, ETRC, future stations, general operations). Participants must hold technical positions.

   a. Applications will be screened by the NAEB TV Engineer and Engineering Committee, approved by the NAEB Board of Directors. Number of participants will be limited to approximately 24.

   b. Participants will be reimbursed for all travel and will be allowed up to $15.00 per day for lodging and meals.

2. APPLICATIONS. Applications should be submitted in seven copies and should specifically include the following items:

   a. Institution Represented: Name, TV status, and TV activities.

   b. Applicant: Name, title, present responsibilities and qualifications, and likely activities and duties for the next five years.

   c. Recommendation of Superior: Name, title, and signed letter of recommendation for the applicant, including information as to why this applicant was selected over possible other candidates.

   d. The following statement, signed, and dated, by the applicant:

      "If accepted, I agree to attend for the full period of the Workshop. I also understand that NAEB's contribution to the expenses involved shall include transportation and up to $15.00 per day for lodging and meals. All personal expenditures beyond this will be borne by me or my institution."

   Applications should be mailed to Mr. Carl Menzer, Chairman, NAEB Engineering Committee, Radio Station WSUI, State University of Iowa, Iowa City, Iowa, and must be received not later than July 1, 1954. Successful applicants will be notified by August 1, 1954.

   Important Note to Applicant: Please indicate conspicuously at the top of application whether you are applying for TV Production Workshop, TV Engineering Workshop, or a Scholarship.

NAEB HEADQUARTERS

7-9-54

MEMO:
TO : ALL NAEB TELEVISION MEMBERS
FROM: NAEB HEADQUARTERS

RE : ACCURATE INFORMATION

Because the NAEB will put out a new Directory of Members in the fall, it needs accurate information on all television members' channels, aural and video power.

Also, dues are scheduled according to power; so it is to the advantage of each member to have accurate information on file at NAEB Headquarters.

Please fill out the enclosed card and return to NAEB Hdq. Please note that Hdq. wants to know your rated transmitter power for both audio and video.

NAEB dues for television members is as follows:

Less than 5 kw transmitter power video	$50.00
5 kw transmitter power video or over	100.00

Thank you for your cooperation in this matter.

NAEB HEADQUARTERS
14 GREGORY HALL
URBANA, ILLINOIS

To: NAEB Officers

From: H. J. Skornia H. J. Sk.

Date: July 8, 1954

July 1 has come and gone. Would you please vote yes or no on whether:

a) we bill member stations for postage (yes / no).

b) If yes, do we apply even to those stations which will thereby be forced to drop out, or do we apply selectively?

c) If answer to a) is no, our postage budget will again be very tight, and we may have to cut down shipments a little further to live within it, since the number of stations has slightly increased.

d) Do we apply retroactively to July 1, (yes / no). "No" would mean beginning September 1, (unless you rule otherwise).

Since the Board asked for us to take the poll, which we did, and since it favored charging, as reported, I feel that a decision on this should be made before we get into fall season shipping.

[illegible]
[illegible]
[illegible]

[illegible] 1, 1954

Dr. Stanley Jackson
Department of [illegible]
Harvard Project in
  [illegible] Communication
Wells Hall
Michigan State College
East Lansing, Michigan

Dear Stanley:

[illegible] yet to submit that book a revision. It applied for by me and Dr. Hutchinson, on January which was awful. And, though I don't agree [illegible] it looks to me like a real need and a good idea. I might submit it if [illegible] you.

[illegible] to how it will extend for FY this office, may [illegible] what are you going [illegible] how much will you be [illegible] (1) one and [illegible] (2) [illegible] the status of [illegible] I can [illegible] either [illegible] part of an [illegible]

Regards,

[illegible]

[illegible]
[illegible]

[illegible]

cc: [illegible]
[illegible]

P. S. [illegible] [illegible] [illegible]

C
O
P
Y

NATIONAL PROJECT IN AGRICULTURAL COMMUNICATIONS
WELLS HALL - MICHIGAN STATE COLLEGE
EAST LANSING, MICHIGAN

July 2, 1954

Mr. Harry Skornia
Director, National Association of
Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Mr. Skornia:

This is merely a question of inquiry. Would NPAC, if it could develop in cooperation with the land-grant colleges a suitable program format, be eligible for one of your grants in radio?

There is a very positive and definite need for a series of radio programs, discussion type, dealing with the over-all agricultural policy in a strictly unbiased manner. There is a great deal of this material going out over the air now but it is usually slanted to the wishes of the USDA or the Farm Bureau, the Farmers' Union or some other group or organization which has an interest in putting over its particular type of story.

I think a series of 13, maybe 26, discussion type radio programs with some top people could do a great deal to clarify national thinking on the basic problems in American agriculture at this time. We have been flirting a little bit with the idea here but our present funds are pretty well committed to a whole series of other projects. We have not, up to now, entered the production field and I do not know whether it would be feasible even now to do it. It was my thinking that possibly we could coordinate a series of genuine public discussion types of tapes that would be appreciated and understood by the NAEB audience and possibly some of the commercial audiences later.

This is merely an inquiry as you see, not an application.

Regards,
/s/ Stanley Andrews
Stanley Andrews
Executive Director

P. S. The survey returns are coming in in pretty big volume now and at this point there seems to be sentiment overwhelmingly in favor of some sort of central facility for the exchange of television film clips. Come up and see us.

7/6/54mr

Confidential

Your comment needed
by July 19.

To: NAEB Officers

From: Harry J. Skornia H.J.S.

Subject: Report on Washington meeting of JCET, NCCET, ETRC, the NAEB, and the American Council of Education's TV Committee, June 30

Date: July 12, 1954

Since a transcript was made of this meeting, and I hope to have a copy of it soon, this will be rather brief. It is all the more so since Graydon took more copious notes than I, with the idea that he'd be the one to get the report out to you, but then found himself too busy to handle.

Chairman of the group was Dr. Arthur Adams, President of the American Council on Education. The other respective groups and their representative were:

Joint Committee on Educational Television:

David D. Henry

Ralph Steetle

National Citizens Committee for Educational Television:

Ray Wittcoff

Robert Mullen

Educational Television and Radio Center:

Robert Calkins

Harry K. Newburn

National Association of Educational Broadcasters:

Harry Skornia

Graydon Ausmus

American Council on Education, Committee on Television:

Philip J. Hickey

Eunice C. Parker

Each group began by outlining what it believed its functions to be. The JCET, for example, listed its functions as

1. Protecting reservations
2. Providing legal, engineering, and program assistance
3. Encouraging program exchanges between schools and colleges
4. Setting up conferences and providing consultants
5. Providing publications research
6. Securing the guidance of bona fide and reputable educators in the educational television movement

It is in connection with these various points that I made mention of Cohn and Mark's surprise at discovering that the JCET was duplicating NAEB efforts at the time of a recent FCC proposal to charge licensing fees. I also made some mention of duplicate efforts in the placement and other fields in recent months.

In each case the other organization outlined its primary job. The NCCET to provide national publicity and assist in fund drives. The Center to serve as a program development center, both in radio and television, although Dr. Newburn indicated that, for the present, the radio distribution part was being left with the NAEB. One sentence in the definition of the role of the Committee on Television of the American Council on Education, as given Eunice Parker, was to the effect that this committee serves as a channel from the JCET to the council member organizations. The role of the NAEB, as the Association of Broadcasters, whose various functions Graydon and I listed, was fairly well understood, and sympathetically received.

No radical steps were taken or decisions made during this meeting. The most positive results were

1. Following a proposal by Ray Wittcoff, it was agreed that none of the organizations present would engage in any national campaigns for funds, with the exception of the Center, until further meetings were held to coordinate efforts.

Your NAEB representatives pointed out that our traditional approaches to foundations could of course not be abandoned, but this seemed not to be the sort of national campaigns which the group generally referred to.

The JCET, represented in this statement by Dave Henry, was the sole strong dissenter. He pointed out that he could not agree to keep such a pledge. And if funds had to be secured in order to keep the JCET alive, he would have to share in the responsibility of a drive to secure them. This led to some conjecture, not expressed, as to whether or not the FAE might be dropping its support of this organization. I repeat that this was strictly conjecture and is not to be considered either as a fact or a possibility to be discussed among ourselves.

2. The meeting ended with agreement that all our organizations should meet with various foundation representatives by fall for long-term planning. In the meantime, Robert Calkins of the Brookings Institution, who has had a good deal of experience as a member of foundation boards and staffs, was asked to set forth a list of questions for discussion with those foundations at the proper time. We are to add suggestions for other questions and topics for discussion. A second meeting of the same organizations (which met June 30) will then be held to discuss these points and to coordinate an agenda for the meeting later with foundation representatives.

I have today received these questions in the Calkins draft together with a letter from Eunice Parker from which I quote.

"Dear Harry:

The enclosed list of questions was drawn up by Mr. Calkins as suggested at the June 30 meeting of representatives of those national organizations working in the field of educational television.

Dr. Adams has asked me to circulate these to all who were present at the meeting for comment and for such answers as you wish to have made available to Dr. Newburn and his staff, who will be putting together a paper for discussion by the group. Since there was general agreement that an early meeting with foundation officers should be arranged, it will of course be very helpful if I can have your response as soon as possible."

Since we also shall need to comment on the questions prepared by Calkins, I am attaching the list as just received. Would you each be good enough to give us (Graydon and me at least) the benefit of your thinking on this as soon as possible please? Although I have not heard any positive information, there are rumors that another meeting will be held July 21, so this does not leave us much time.

Many of the other questions discussed and raised will be found in the attached list of questions as prepared by Mr. Calkins.

Finally, I have requested by telegram a summary digest of the transcript of the June 30 meeting which should be soon available. I am sorry that the pressure of work and the absence of some of our people on vacation at the moment makes necessary such a brief report. I hope Graydon may be able to supplement it, himself, very soon in the other reports he will soon be sending you. Your reaction is needed as soon as possible to the questions herewith enclosed, as guidance for the next meeting.

QUESTIONS SUGGESTED AS BASIS FOR
DISCUSSING EDUCATIONAL TELEVISION WITH
FOUNDATION REPRESENTATIVES

1. What factually is the present scope of Educational TV and Radio broadcasting -- list of stations, by whom operated, hours of operation, size of audience, growth of audience, how much has it cost, who has financed it?

2. What are the realistic prospects of further development over the next two to five years -- list of stations planned, with realistic estimates of their opening dates, hours of operation, potential audience, local interest, etc.?

3. What are the crucial problems for this year, the next, and thereafter?

4. To what extent are studios and kinescope facilities urgent now? Where are such facilities strategically important? What are the prospects of local or other financing?

5. To what extent are good productions important now? Why? How can they be produced? What would it cost? What are the prospects of financing these productions? How can they be produced so as to develop interest, experience, and standards among educators? How can ideas for production be stimulated?

6. What is the long-run place of Educational TV and Radio? Is it to be an extra-curricular affair or a regular part of education? What conception is the enterprise working toward and striving to attain? Has it a conception of its place in education? Who in education accepts this conception? How is the interest of educators to be elicited and held? What provision is being made for their participation, for their cooperation, for recognition of their achievements in this field? Or is Educational TV and Radio to be run by a group of young outcasts in the drama department, aided by a few outcast professors seeking the limelight? Administrative approval alone will not win faculty approval and participation. How is the faculty to be brought into this work and aroused to be successful in it?

7. What are the near future and longer-run future conceptions of Educational TV and Radio as a network blanketing the country? Are regional or national hook-ups feasible? Are chains contemplated? How many stations in what cities are contemplated?

8. What organizations are promoting Educational TV and Radio? What do they do? Who controls them? Who finances them? How do they co-operate? What other educational organizations can help? Is an effort being made to elicit their help?

9. If the organizations want something done to foster their development over the next few years, what is it? What plan does it have? What would it cost? What parts can be financed by local or other support? Recognizing that foundation aid must be temporary for a few years at best, where could its aid be of greatest help?

10. What are the consequences of the alternative of pushing forward with such a program and the alternative of not making this concerted effort? Are not slow progress and an occasional shakedown a good thing for the long-run future of Educational TV and Radio?

NAEB Headquarters
as received 7/12/54 from ACE
Questions by Robert Calkins
H. J. Kr.

NAEB HEADQUARTERS
14 Gregory Hall
Urbana, Illinois

TO: NAEB Officers

FROM: Harry Skornia H.S.K.

SUBJECT: Board meeting, New York

DATE: July 14, 1954

This is to call your attention officially to the fact that the NAEB Board, as arranged by Ansmus and Siegel, will meet, beginning Sunday, October 24, 1954, at 8:30 P. M., in a room, in the Biltmore Hotel, which will be announced.

The hotel situation, according to Sy, is very tight. Please get your reservations in without delay.

The Engineering Workshop will also be meeting through October 26, and the Engineering Committee has expressed the hope that some of the NAEB "wheels" may honor perhaps a Sunday afternoon session thereof (the 24th) with their presence.

Would you let Sy, Graydon, and me know, please, if you can be in by 2:00 P. M. that Sunday, to meet with the Engineering Workshop fellows, so the technical boys feel "they matter too"?

cc: Carl Menser
Cecil Bidlack

July 14, 1954

Mr. John E. Smith, Jr.
Manager of Public Affairs
National Association of Radio
and Television Broadcasters
1771 N Street, N.W.
Washington 6, D. C.

Dear John:

Thank you very much for your letter of July 12, which I hasten to answer. I do not have the exact text of the release on the BASB's Seventh TV Monitoring Study (a copy of which is on its way to you under separate cover). This was issued by Mr. Seymour Siegel at 2500 Municipal Building in New York.

However, I am attaching for your information the Summary, by the Researchers themselves, which I requested and secured and thereafter sent on as the material for releases and stories.

We of course do not in any way influence or control the findings of such studies, relying on the qualifications of the Researchers to do an honest job, letting chips, if any, fall where they may.

In the attached, as well as in the survey itself, which we have distributed fairly widely, I believe you will find the emphasis devoted to acts of violence to be very modest, and in perspective presented in nonsensational language and unspectacular fashion. Our experience with the later press handling of such materials is of course often a source of some surprise to us. Some magazines ignore it. Some play up anti-educational aspects (failure of schools to use TV or commercial stations more widely, etc.). Some play up the anti-commercial aspects of it, or in other ways seek to arouse controversy, or interest.

I believe the survey, and the areas of proportion it reveals, will speak for itself, and I hope that it will be referred to by your office as being a fairer illustration of our research than the widely divergent reports on what this study does or says. In fact, in this study, we point out that many events, listed as acts of violence, are in humorous context, or happen to puppets, etc. This I believe effectively deemphasizes undue concern in this area.

There may be some differences of opinion among our membership, and we do believe there is a real need for educational television. However, it is the purpose of this office to cooperate as fully as possible with commercial stations, and, in publicity and reports, especially emphasize their cooperation with the educational television movement, to which, as you say, many have made generous and significant contributions and the great majority are sympathetic.

Because we do want to be objective and positive in all we do, and because you so well state the problem, your concern, and that of the NAEB, I am sending a copy of your letter, together with this reply, to all NAEB Officers.

I feel that misunderstanding often results from inadequate liaison and understanding. When you've had a chance to look over the attached material, and the survey itself, I'd be glad to hear from you again. And please let us know whenever we may be of assistance in what is indeed a common effort.

Sincerely,

Harry J. Skornia

Harry J. Skornia
Executive Director

HJS:ws
Enc.
cc: NAEB Officers

NATIONAL ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS

1771 N. Street, Northwest Washington 6, D. C.

July 12, 1954

Mr. Harry J. Skornia, Executive Director
National Association of Educational Broadcasters
119 Gregory Hall
University of Illinois
Urbana, Illinois

Dear Harry:

There has recently come to my attention a newspaper story based on the NAEB's recent book, in which the Purdue University Opinion Panel reports on four years of New York Television.

As is frequent in cases of this sort, the newspaper carries the story under a headline stating that Television has violence every 5½ minutes. The story goes on to say that, in 1954, 7,065 acts or threats of violence were counted on New York City's seven commercial TV stations -- more than twice that noted in previous years.

As manager of Public Relations for NARTB and its Television Information Committee, I am disturbed by what seems to me to be an effort of certain educational broadcasters to establish the need for educational television by continually painting, as black as possible, the service rendered by commercial television stations.

In view of the tangible assistance rendered by commercial stations to the formation of educational stations -- and in further view of the well-documented educational and public interest efforts of commercial stations -- this seems to me a rather unfair proposition.

The reason for educational stations is to use the medium to its fullest extent as an educational advantage. It is a positive purpose on the part of educators, not a negative one.

Certainly, there is some violence pictured on Television; just as there is violence reflected in newspapers, magazines, motion pictures and every other mirror which reflects life about us. The trouble with mere tabulations of acts of violence is that such figures inevitably count every application of force, whether it is to illustrate a good cause, teach a lesson, enhance a cartoon or comedy, or what not. One could probably count several hundred acts of violence in a newsreel furnishing viewers with an historic account of certain military acts, but they would not label the service rendered by the newsreel as evil.

We do not believe that your association means to give the inference that commercial television is built on violence, or that educational stations must be justified on such a premise. I thought that this matter should be called to your attention, with the hope that NAEB will give it serious consideration and exercise extreme caution in the preparation of releases and other material which could well impair the enthusiasm so many commercial telecasters have for the overall effort to establish the maximum number of educational TV outlets.

Sincerely,
/s/ J. H. Smith, Jr.
John H. Smith, Jr.

Copied NAEB Headquarters, 7/14/54, and sent to NAEB Officers

NAEB HEADQUARTERS
14 Gregory Hall
Urbana, Illinois

TO: Scholarship and Production Workshop Committees July 15, 1954

FROM: Harry J. Skornia HJS

SUBJECT: Gordon A. Sabine

Just found in Hill's stack -- and he's on vacation. Do you approve of this procedure? Looks honest to me.

Regards.

cc: Lyle Nelson (for opinion re usefulness of Century study. Can you handle?)

****

UNIVERSITY OF OREGON
School of Journalism
Eugene, Oregon

Office of the Dean July 7, 1954

Mr. Harold E. Hill
Associate Director
NAEB
14 Gregory Hall
University of Illinois
Urbana, Illinois

Dear Mr. Hill:

I have now learned a great deal more about the various workshops offered in television this summer, and I want to see whether my reaction makes any sense to you:

The place I originally was most interested in was Iowa State College. I have heard again from Dr. North there, and it apparently is now definite that he will be on vacation during the weeks I could be in Ames. This does not make the Iowa State program impossible, but it does make it somewhat less attractive than I had anticipated.

Our interest through the School of Journalism here is primarily in TV news and advertising and station management. There would be some background on these areas available at Iowa State, but it does not appear that there would be enough to keep me

fruitfully occupied for a complete two weeks. I say this without in any way attempting to imply that I know so darn much about TV that I don't need the time in it, but rather with the realization that I have just so much time and money available--both the time and money are coming out of me, not my university--and I must make the best possible use of that time.

I wonder, therefore, whether the NAEB (providing it is interested in my scholarship application at all) would continue to be interested were I to propose a program that included these items:

1. A week at Iowa State, working long hours to soak up all I can from the good people there (and concentrating upon the management end.)

2. One or two days at the educational television and radio center, Ann Arbor, just viewing good 15 and 30 minute films made specifically for television. I feel that I can learn much by this experience since it will sharpen my own appreciation of what is and is not good quality movie-making for TV.

3. Two or three days with commercial stations in Chicago, working with members of their news and commercial staffs, on the job, and having interviews with management executives.

4. Two or three days with commercial stations in Los Angeles, working with members of the news and commercial staffs on the job, and interviewing management executives.

In each of these cases, I can make all my own contacts. As a result of the entire program, I feel I could pack away more specific information that will lead more directly to helping in our program here, and more which can be passed along through our curriculum to our students, that I could with the total program concentrated just on Iowa State College. The total program obviously would cost more time and money than I originally intended, but the results would seem enough better to make the extra investment worthwhile.

I am sending a copy of this letter to our Prof. "Tommy" Thompson, who's working on his dissertation this summer in Gregory Hall (in Bill Cole's office), with the thought that he could supply any further background on our local situation that you might wish to have. I don't mean to be rushing you on this, but my schedule is such that I'll appreciate a reaction as soon as possible.

Most sincerely,

/s/ Gordon A. Sabine

Gordon A. Sabine
Dean
School of Journalism

cc: Mr. W. L. Thompson, 119 Gregory Hall, University of Illinois

To: NAEB Officers July 19, 1954

From: Skornia HJS/c

One I've been working on for some time. Siegal, please react.

Regards.

MINNESOTA MINING & MANUFACTURING COMPANY C
900 Fauquier Avenue O
Saint Paul 6, Minnesota P
Y

July 15, 1954

Dr. Harry J. Skornia
Executive Director
NAEB
14 Gregory Hall
Urbana, Illinois

Dear Mr. Skornia:

Thanks much for the wealth of information and material you sent me on the activities of the NAEB. I think you have some terrific materials. Several of our advertising department staffers saw your brochures and their remarks were highly complimentary.

I'll see what we can do about getting some stories published in the various trade magazines, but I think we have a good angle which will work in a number of newspapers over the country. It's this:

We'll do a good story on the NAEB Tape Network and send it -- together with a couple of especially good photos -- to the newspapers in each of the 80 or so cities in which you have an outlet. We'll suggest to the editors that "here's a significant national story with a good local angle -- your own F M radio station." We'll also supply him with the name of the person to contact at the station, and then suggest he may want to get the local angle plus a picture or two on his own.

If it works -- and I think it will -- we should be able to get a number of good feature length stories in papers from coast to coast. Naturally, this should be good publicity for the NAEB and really excellent publicity for the local NAEB member station.

For the local contacts, I'll use the names listed in the green directory of October 26, 1953, with the corrections on the errata and addenda sheet of 5/14/54 and supplement #3 of 6/28/54. Are there any other corrections, and do each of these stations carry all or part of your taped programs?

Let me know what you think of this and if you agree, I'll do the story for your approval. Also, I will then arrange for a photographer to come in and shoot the necessary pictures. These must be really top notch, dramatic shots if they're to score -- or even attract the editors' attention -- in newspapers over the country.

Again, thanks much.

Yours truly,
/s/ Ron Anderson
Ronald L. Anderson
Product News

C
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Y

July 16, 1954

Mr. Charles L. Todd
Chief, Northeast Region
Office of Private Cooperation
U.S. Information Agency
P.O. Box 407 Radio City Station
New York City

Dear Mr. Todd:

On the occasion of the Board Meeting of the Joint Committee on Educational Television, I had opportunity to discuss with Mr. Graydon Ausmus, the President of the National Association of Educational Broadcasters, the proposal that NAEB take over the production and distribution of the "Salute" programs which was recommended by Mr. Streibert at the Columbus Institute last April and which has been the subject of several conversations between you and me over the past several months.

I reiterated to Mr. Ausmus the importance that you attach to this program. I indicated the urgency of immediate action in view of the up-coming September schedule and I further indicated that you are understandably concerned with having a constructive reply to the suggestion without delay.

Mr. Ausmus has asked me to inform you that NAEB and its Board of Directors are very much interested in this proposal and that applications have been made to several Foundations for the necessary financial support to implement NAEB's activities in this area. We are at the present time awaiting replies to the proposals made to various Foundations. Mr. Ausmus has assured me that he will do everything possible to expedite action although I am sure that you can understand that applications for grants of this nature require a good deal of time for study and consideration.

Bearing in mind the tremendous interest evidenced by NAEB and its officers in this project but also being extremely considerate of the requirements that you have concerning the need for early planning so that the September schedule will get under way on time, I must tell you the NAEB as of this writing is not prepared to take over the project. This, of course, does not detract one whit from our desire to be of every assistance nor does it indicate that we do not hope to be able to take over the project in the future. You may rest assured that I will communicate with you without delay as soon as I receive any constructive information in the way of the necessary financial support having been granted.

In the meantime if I can be of any assistance as an individual station operator you know you need only call on me.

With all best wishes, believe me.

Cordially yours,
Seymour N. Siegel
Director

Copied NAEB Headquarters 7/19/54

C
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P
Y

NATIONAL ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS
1771 N STREET, NORTHWEST
WASHINGTON 6, D. C.

July 16, 1954

Mr. Harry J. Skornia
Executive Director
National Association of Educational
Broadcasters
University of Illinois
119 Gregory Hall
Urbana, Illinois

Dear Harry:

As yet, I haven't had an opportunity to thoroughly study the report which you sent with your letter of July 14th.

Meanwhile, however, I did want you to have immediate assurance of our sincere appreciation for your understanding and the opportunity to examine the report in more detail.

Off hand, I would imagine that the segregation of a separate chapter in the report devoted to "violence on New York television" was the thing that caused the unfavorable newspaper coverage. There is, unfortunately, a tendency on the part of some writers to look for an angle that will make their story a bit more sensational.

I am referring this entire correspondence to Harold Fellows, because I am sure he will be interested. I think I can safely say that Mr. Fellows will share my appreciation of your cooperative attitude and my feeling that you have given us a bridge which will serve to further enlarge the existing area teamwork between educational and commercial broadcasters.

Cordially,
/s/ John
John H. Smith, Jr.

copied NAEB Headquarters 7/19/54.

July 19, 1954

Mr. Ronald Anderson
Product News
Advertising Department
Minnesota Mining & Manufacturing Co.
St. Paul, Minnesota

Dear Mr. Anderson:

Miss Rolaline Bisson, our Network Traffic Manager, has prepared the following in answer to yours of July 15. If you need to contact anyone in my absence here, she can answer probably more questions than I can on this.

The Directory of Members, together with the errata and addenda and Supplement #3 is correct except for the following:

George Stokes is now Chairman of the Radio-TV Dept. at Baylor University, Waco, Texas
Kenneth Thomas is now director of Station KSAC, Kansas State College, Manhattan, Kansas
Robert Earle is Director of Radio-TV at Ithaca, N. Y. (WITJ)
The University of Hawaii now has an FM Station (KUOH) Director is Dr. Chester P. Caton (effective Sept. 1)
Ralph Rourke is Prog. Mgr. of WFUV instead of Turner
THERE IS NO LONGER A STATION AT STILLWATER, OKLAHOMA

There are a few Stations who do <u>not</u> take Network Service. These are listed below:

KWBL	Wayland Baptist College	Plainview, Texas
KVCR	San Bernardino Valley Coll.	San Bernardino, Calif.
KCVN	College of the Pacific	Stockton, Calif.
KRCC	Colorado College	Colorado Springs, Colo.
WFSI	Florida Southern College	Lakeland, Florida
WAJC	Butler University	Indianapolis, Ind.
WSKS	School City of Wabash	Wabash, Indiana
KWAR	Wartburg College	Waverly, Iowa
KTJO	Ottawa University	Ottawa, Kansas
WLSU	Louisiana St. University	Baton Rouge, La.
WBJC	Baltimore Jr. College	Baltimore, Md.
WMUA	University of Massachusetts	Amherst, Mass.
WEDK	School Committee of Springfield	Springfield, Mass.

WCAL	St. Olaf College	Northfield, Minn.
WMAI	Municipal Jr. College	Meridian, Miss.
WFUV	Fordham University	Bronx, N. Y.
WICU	Ithaca College	Ithaca, N. Y.
WSEE	Griffith Institute & School	Springville, N. Y.
WCAJ	Grove City College	Grove City, Pa.
WFIL	Philadelphia Wireless Tech.	Philadelphia, Pa.
KUHF	University of Houston	Houston, Texas
KTOY	Tacoma Public Schools	Tacoma, Washington

None of the Television Stations take the NAEB Network Service. They are beginning an exchange through the Educational Television and Radio Center (brochure on this is attached).

es this do it? Your idea looks fine and has our hearty approval. Let me know what else we can do.

Sincerely,

H. J. Skornia
Executive Director

HJSirm

cc: Bisren and Officers

NAEB Grants-in-aid Network Distribution

Status as of July 23, 1954

A. Distributed (descriptive material on each attached)

Series	54-1	Patrioscript (Grinnell)
"	54-2	New England Renaissance (Boston)
"	54-3	They Fought Alone (University of Michigan)
"	54-4	Folklore of Indiana (Indiana University)
"	54-8	The American Language (University of Chicago)
"	54-12	American Adventure (North Carolina)
"	54-15	Documents: Deep South (Alabama)
"	54-20	Kidnapped (Alabama)
"	54-23	Africa (KPFA)
"	54-32	Robin Hood (KPFA)
"	54-39	Great Books of Asia (KPFA)

B. In the hopper

1. Received

New England Anthology (U. of Mass.) 10 half-hour programs. Interviews and discussions with, and readings by, contemporary American poets.

Contour Country (WOI) 13 half-hour programs. Tape recorded on-the-spot documentaries of all aspects of American farm life.

How's the Family (WSUI) 13 half-hour dramatic programs on the problems of family living.

Organ Music of the Centuries (Alabama College) 26 half-hour programs of organ music.

Washington Background (George Washington U.) 26 quarter-hour programs. Interviews with government personalities on current events.

2. Not yet received

University of Chicago -- (1) talk programs dealing with fiction and poetry; (2) dramatic readings of short stories and adaptations of novels; (3) productions of poetic dramas and adaptations of historical and philosophical works.

The Great Lakes -- Pathway to Progress (WHAR) 13 or more half-hour documentary-dramas on the effect of the Lakes on progress of the region.

American Adventure -- Series II (WUNC) 13 half-hour dramas similar to Series I

3. Expected soon from KPFA (produced on a previous grant):

Choral Concerts -- about 8 hr.-long music programs
Architecture -- about 12 half-hour talk programs
Astronomy for the Layman -- about 9 half-hour talk programs

(The KPFA series have all been approved for distribution on the basis of sample tapes already received. We expect KPFA to submit a few more sample programs, subjects and titles unknown.)

4. Series and single programs from U. of Chi. (1952-53 grant) not yet approved for distribution

I. Encore -- about 26 programs, 10 to 32 minutes; readings of short stories.

II. Dramatic Productions
1. "The Hour Glass" by W. B. Yeats, 32 min.
2. "Samson Agonistes" by Milton 103 min.
3. "The Melian Peace Conference", a dramatic adaptation of Chap. XVII of Thucydides' History of the Peloponnesian War.

III. Reflections of George Orwell -- readings of four of Orwell's essays, 10 to 25 min.

IV. Poetry Programs
1. "Some Poetry of T. S. Eliot" read and commented upon by Eliot. 27 min.
2. "Modern French Poetry" read in French and English translation by Wallace Fowlie. 30 min.
3. "Chicago Poets"--2 programs--Poets Henry Drago (12 min.) and Reuel Denny read and comment upon this work.
4. "Two Greek Poets"-- 2 programs. Discussions of Sappho (22 min.) and Pindar (25 min.).
5. "The Eve of St. Agnes"--a reading. 23 min.
6. "What is Modern Poetry?" Readings of four BBC radio talks written by C. Day Lewis. 29 min.
7. "Italian Poetry"--3 talks and readings in Italian and English translation. 16 min.
8. "Japanese Poetry"--a reading. 15 min.

V. Radio Talks
1. The Four Ages of Japan--4 talks, 23-25 min.
2. What We Laugh At-4 talks on American humor, 23 min.
3. "The Poetry of the XVIII Century," a talk, 31:40.

VI. Lectures
1. Some Aspects of Contemporary American Culture--6 Walgreen lectures by J. Bargun. 50 min.
2. Hazards to Education in the U.S.--4 Walgreen lectures by R. K. Hutchins. 50 min.
3. The Egoist in Tragedy--3 talks by David Grene on "Philoctetes," "Coriolanus," and "The Master-Builder."

VII. Novel Adaptations-Ethan Frome (50 min.) and The Turn of the Screw.(50 min.).

VIII. Styles in Literature - about 15 commentaries and readings in English literature from Nashe to Maugham, 7 to 32 min.

IX. The Intellectual Adventure of Ancient Man--3 readings of chapters from this book. 14 to 18 min.

X. Some American Worthies--4 programs on Sewall, Weems, Burritt, and Ledgard, composed from letters, diaries, etc. 14 to 17 min.

XI. The Writer at Work - 4 programs composed from letters, diaries, etc. of Conrad, Dostoyevsky, S. Anderson, and Fitzgerald. 12 to 30 min.

NAEB HEADQUARTERS
14 Gregory Hall
Urbana, Illinois

July 27, 1954

Mr. Graydon Ausmus
Radio Station WUOA
University of Alabama
University, Alabama

Dear Graydon:

This letter will serve as a brief report on the meeting yesterday in Washington.

In attendance were:

Robert Mullen, NCCET, until noon
Donald Dresden, NCCET
Ralph Steetle, JCET, until about 2:30
Blanche Crippen, JCET
Eunice Parker, ACE-TV-COMMITTEE
Lyle Nelson, ETRC
Harry J. Skornia, NAEB

Connections were bad and I didn't get into Washington until about 3:00 a.m. However, I turned out to be about the first person at the meeting, which most of the Washington people didn't get to until 9:30 or 10:00 o'clock.

This brings me to my first recommendation: that other meetings either be scheduled here, or at Ann Arbor, or on a rotating basis. After the effort put forth to get there, and the drain on the NAEB budget, I would have been better pleased if a full day of meetings had been held with the full staffs in attendance. I strongly recommended that all future meetings be held just before or just after the meetings of the larger group of representatives, to save travel budgets.

As a part of the meeting, each organization briefly outlined its information objectives. Briefly summarized, here are the salient points:

1. The Center. Lyle Nelson pointed out that the Center does provide promotional material for its program and thereby contributes to the ETV promotion generally. The Center is now beginning publication of a one- or two-page brochure called PROGRAM NOTES. This is essentially a family organization, contains word on programs coming up for ETV stations. Lyle pointed out that, with a staff of only seven people, they couldn't go heavily into promotion.

He briefly sketched recent BBC, CBC, EBF, Bazelle films on infant growth, Film Board of Canada, and other contacts which promise kinescope material.

Lyle showed us the data sent affiliate stations by the Center. This is confidential because the critical evaluations are sometimes pretty frank.

It was revealed during the discussion that the NCCET and the JCET have offered the ETRC space in their publications as needed. Since the ETRC is short of staff, the NCCET will send one or more of its staff members out to Ann Arbor once or twice a month to get news, develop stories, and arrange for publication. The NCCET will also assign someone to secure performer's permissions to use some of the present ETRC programs for promotional purposes. This use was discussed at some length.

Lyle was to carry back to the Center the request for kines by Adler, Lee, Baxter, and others of the more successful educational programs to date. The NCCET offered to pay to Overton any necessary fees to secure the clearances mentioned above. Finally the NCCET suggested, and the ETRC concurred, that the NCCET and JCET be considered as members of the ETRC so that they would get the five-in-a-week package, which the rather adequate staff of the JCCET and NCCET would view, and frequently write reviews and summaries of. In fact, the JCET is apparently starting a program summary service, which overlaps rather closely with the statements already sent out by the Center.

During the final part of the discussion, we learned that the JCET sends copies of all clippings, etc. to the Center and to NCCET.

2. The NCCET. When called upon for a report, Director Mullen passed to Dresden, saying the role of the executive is not to burden his mind with operational matters, or with such details as publications.

Dresden explained that the NCCET has a mailing list of 31,000 persons for ETV NEWS. They also have a "crest" list of 5,500 for newspapers. They also have various other special lists for editorial writers, magazine editors, etc.

Various books and associations are frequently found for stories which relate to ETV. For example, NCCET recently sent out a story on one of Spock's programs on the care of children in hot weather.

At this point in Dresden's recital a discussion came up of the impossibility, which Nelson still can't get used to, of getting reactions to programs and other materials from member stations. Being an expert in this matter, I also participated. We engaged in a discussion of the possible uses to which members of the AERT, the AABS, NAFBRAT, Audio-Visual groups, and others might serve.

It appears that everyone is sure that everyone else has more time than he has for such matters. Ralph promised to join me in taking up with the AERT again the possibilities of evaluating projects as I had earlier discussed with Gertrude Broderick.

Returning to the NCCET mailing lists, it was pointed out that these lists are developed and checked through field men. Lists of preachers, and other types of opinion leaders are generally lists of people to whom someone in NCCET has actually talked.

Some upcoming publications by the NCCET were outlined. A four-panel job, in its first printing, was passed around. A brochure for business men only is in the works. Over a thousand speakers kits have been distributed. Their film, NEW VISION, has had over 150 showings so far. The advisory council of the NCCET now contains 103 organizations. Raymond Wittcoff's article in a recent issue, July 17, of the SATURDAY REVIEW OF LITERATURE was pointed out. It is an excellent article. Beginning with the September issue, the NCCET NEWSLETTER is being considerably increased. One of the most important statements made was that the NCCET keeps helping stations (like KTHE) after they go on the air, whenever danger arises. The statement of responsibility of the JCET and the NCCET in this area was put in these words by Ralph Steetle: "The NCCET and the JCET are as much concerned with station problems as with problems before they are on the air."

The USC situation was briefly outlined again. The USC has agreed to keep KTHE on the air for a year. NCCET station men are in Los Angeles to try to make this into a community station. State law in California prevents the sort of contributions which St. Louis and Pittsburgh, for example, have been able to use. They seem to have $163,000, or some such modest figure, as a result. During the last year they seem to have spent over $400,000 on operations alone. Their payroll had climbed to over 100 people. This situation is having to be radically altered.

Mullen pointed out that most of the stations are still in crisis, and consequently are being nursed by the NCCET. Pittsburgh, for example, is in some difficulty. The NCCET has a full time man there helping with the situation.

3. ACE-TV. Eunice Parker briefly outlined her problems and responsibilities. There are 2,500 on the mailing list of the ACE and 1,000 on the mailing list of the TV Committee. The Newsletter is issued only on an irregular basis. Most contacts are on a direct correspondence basis. Over half the people on the ACE lists are faculty.

The ACE is undertaking the securing of funds for a proposed meeting of a PENN STATE TWO YEARS AFTER nature. This meeting will review the status of ETV and will involve most faculty people. It is hoped that this meeting might be held at a member station institution.

4. The JCET. Blanche Crippin outlined the mailing list and services of JCET. There are about 6,000 names on the mailing list for the "Roundup of the Nation's Press," for example; both JCET and NCCET have full time people devoted exclusively to mailing lists.

Blanche distributed outlines showing their publications and mailing lists which were gone over and explained in considerably more detail than is required here. One interesting development was that the JCET has set a price of $4.00 per set on extra sets of material.

5. The NAEB. I outlined the various functions of the NAEB in the publications area and explained our rather modest mailing lists. We also were able to compete successfully for the top honors for size of staff for editorial and policy work I believe my summary of NAEB areas of responsibility was adequate. I had previously sent everyone represented copies of our publications, together with a list of everything we distributed with the Newsletter, etc., so that there would be no question of its area of operations. I expressed the hope that promotion of ETV would not necessarily always assume that radio was a "dead duck" as some NCCET articles seemed to indicate. In reply to the proposal of the NCCET that it handle all news releases for all organizations, I pointed out that the NAEB traditionally handled its own releases on publications and operations. We therefore would be an exception to this relationship.

I was invited by Bob to write a 1,000 word statement of the interrelationships of the media, and the possibility of the survival of radio, for their Newsletter. It was a rather shocking experience to find myself surrounded by people who believed that radio was now just the tail of the snake, which has been cut off but "will soon stop wiggling," as Bob Mullen so graphically put it.

Deadlines for publications were announced as far as possible.

For the NCCET, the first and fifteenth of each month, backing up five or six days for submission of material.

For the JCET reports, the first of each month. Needed five days in advance. Other materials throughout the month.

The NAEB material needed by the 25th of each month.

In the final discussion, no satisfactory solution was found to the problem of who should exclusively handle the large volume of mail reaching from particularly the NAEB, students, persons doing theses, and other things of a scholarly nature, and other random inquiries about where to find or secure various kinds of material, where to go to school to get good radio and television courses, etc. Since no adequate solution to this could be found, the best we can do is for each organization to provide each other with more carbon copies of its output.

I did not feel that the potentiality of this meeting was fully realized in view of the brief time devoted to it. It was proposed that such meetings be held at least once a month. I opposed this, as I did earlier, not only because of our budget, and the pileup at Headquarters which always follows such absences, but also I feel that this sort of meeting in some fashion will be construed as an endorsement by the NAEB and the Center for the continued need for the JCET and NCCET.

It is our hope that the next staff officers meeting can be held adjacent to the second meeting of the persons who first met on June 30.

About an hour before I left for Washington, Bob VanDuyn called for an additional special report for Kellogg. At Washington a deadline of August 1 was set for receipt of materials in answer to the questions of Mr. Calkins. I shall make every effort to get these various reports ready by the deadline.

Sincerely,

Harry J. Skornia
Executive Director

HJS:we
cc: NAEB Officers

July 31, 1951

Mr. Samuel Tuttle
Executive Director
Division of Education
W. K. Kellogg Foundation
Battle Creek, Michigan

Dear Sam:

Enclosed the draft statement requested for your Board meeting. It is prepared in twelve copies. Because I thought they might be of general Board interest, we have also sent you twelve copies of the enclosed report which our Board feels is a good picture of 1950 accomplishments for the last year. The brief statement therein concerning a twenty year look ahead this year is worth considering.

The final figures for the budget are just in. The final Fiscal report from the University Systems Office will point you toward the cost increases, as explained to you by telephone. There is some permission to use for supplies and expenses the portion of the funds granted us for the secretary Treasurer's salary (and not used because we started later than we had planned for), the final report also tells our maximum for possibility in the neighborhood of $500.00 to $600.00 not yet in, about a balance of $3500.00. Although finishing the year in this fashion requires some drastic curtailment of planned expenses for the last six months, and number must be a personal guess, we go into the next year's operations on considerably better conditions than we started this year. I believe our accomplishments will also be even more interesting, as we go into our thirtieth anniversary.

Because of the short notice for this report, and the fact that I also had to make preparations to depart on return from Washington, on Thursday, it has not been checked with the 1950 Board. In cases any errors or misstatements, I therefore assume full responsibility for them.

Finally, I have asked Ken Dickson to send you 12 copies of the latest Industrial Committee Report covering 1950 activities and revealing a possibility of some $2 million increase in the U.S., plus recent Canadian and Latin coverage. I hope you will find that also of interest to your Board members.

Sincerely,

Harry J. Carman
Executive Director

HJC:
kmm.

BRIEF REPORT TO THE W. K. KELLOGG FOUNDATION

from the

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

As one of the oldest professional organizations in America, started in 1924, the NAEB existed for many years as an organization in which the representatives of some twenty or thirty institutions owning and operating college stations met more or less informally together once or twice a year, whenever other conferences saw them assembled. It was not a particularly strong or confident group since in virtually every bout in which real (usually commercial) competition was encountered, educational broadcasting came out second best. The number of educational stations had been virtually decimated, being reduced from 200 to 20, between the early 1920's and the early 1940's.

Most members of the small organization realized that this situation was due largely to lack of genuine organization, lack of adequate budgets, lack of status within their own organizations, (which frequently meant lack of respect for the medium of radio), and lack of representation at the national and higher educational levels.

The possibility of opening up new space in the spectrum, as FM was being considered, along with the above conditions, led to increasingly serious discussions of a recognized and reserved place in the American educational picture, and specifically in the wireless spectrum, for educational broadcasting. This, it was thought, would prevent a repetition of the decimation mentioned above, in which education, in many areas and respects the pioneer in radio in America, lost some of the finest station channels in the United States to commercial broadcasters.

During the 1940's modest efforts were made by NAEB leadership to begin to hold conferences with some of the outstanding educational planners in the nation. The NAEB's confidence in its mission and task was strengthened by several factors: 1) its success and leadership in rallying support to secure specific allocations in the FM broadcast spectrum for educational use exclusively; 2) the friendliness and understanding with which its proposals and thoughts were met in the FCC as then constituted; and 3) the apparent favor with which certain Foundations looked upon its plans and proposals.

In the late 1940's funds were secured for the first of what was to be a series of three Allerton House conferences, at which broadcasters, subject matter specialists, and social scientists particularly met together for two-week periods, long enough to begin to hammer out blueprints for the future. Out of these meetings came a dream...but also broad outlines for what, it now became obvious, would require considerably larger resources than the NAEB had at its disposal, plus a permanent staff and office. Plans were drawn up which could be presented as requests for Foundation support.

Meanwhile, however, the work of the association had to go on. One of the tasks which the members wished to undertake without undue delay was the starting of an exchange of programs which might be considered a sort of experimental mutual network operation. In 1950 this project was started. Tapes of programs were distributed from WNYC in New York, at first, the programs being "bicycled" from station to station. There were few resources except a box of postage stamps, and a stack of tapes (both gifts), and a great deal of good will and enthusiasm. The number of programs which could be this exchanged was small. Loss and damage were high. Nerves and tempers were frequently frayed. The limits of this sort of operation were soon reached. However, a start had been made. Further meetings were held to refine the plan, which was developing, of what the NAEB and its member stations could do if adequate financing and a central office were available.

In this plan it was visualized that, over a five-year period, a network would be launched, a central office for the Association and home for the network set up, and professional, service and research activities inaugurated which would put educational broadcasting on its feet and on the map. This plan and dream found realization in the W. K. Kellogg Foundation grant of 1951.

At this stage it can safely be stated that more has been accomplished in this three-year period just passed than even the most ambitious and visionary members of the NAEB Board, or its wise consultants, expected could be accomplished during the first three years of the projected five-year plan. Although accomplishments were far above those anticipated, the size and complexity of the tasks and problems which continued to develop and emerge, were even more so, for wireless communications turned out to be the fastest-changing and fastest-developing field in the United States.

The financial resources and qualifications of those schools which became FM licensees as the new spectrum space opened up were not of the same order as those of the earlier stations, which had been used as the basis of the projection. Efforts to get them to take over the full cost of the Network were not able to be as accelerated as had been hoped. Too rapid a rate ran the risk of forcing many to drop out because of inability to keep up with too rapidly rising a rate structure. Original plans and ambitions have had to be tempered with realities. Success is now assured, and will be realized in this venture, but perhaps somewhat more slowly than many had hoped, and with a somewhat larger number of fatalities than was expected.

The cost of the struggle for channels for education in television (in which the NAEB took a leading part, a former NAEB President becoming the Executive Director of a new Organization, the Joint Committee on Educational Television (JCET), which rallied the forces and organized the campaign which ended in success) and of the services needed by prospective and actual educational TV stations, out of all proportion to their number, has also proved far higher than anticipated. A larger share of the budget than was earmarked has had to be budgeted for television if educational television was to become a reality, and if the NAEB was to remain the central association of both TV and radio for education. Fortunately much of the material needed was in this context produced by NAEB committees. For out of the Kellogg grant, and one of its most important products, has come what we believe is probably a unique stituation in which much of the work of an Association is actually and economically done by committees, as many of the NAEB's finest and most useful publications will reveal.

One of the most critical situations to develop during the last year, and briefly alluded to above, was the strong possibility that a splinter organization for educational television only would be formed. This possibility has now been avoided, but the cost in money and efforts has been high. In recent meetings of the NAEB President and Executive Director with the Joint Committee on Educational Television (JCET), the National Citizens Committee for Educational Television (NCCET), the Educational Television and Radio Center (ETRC), and the American Council on Education (ACE) Television Committee, during the past few weeks and months, we have been gratified to find our unique position firmly established and the NAEB recognized as the permanent and central association in educational wireless communications. For it would be a great tragedy if modestly financed and under-staffed stations were expected to support a multiplicty of organizations, all alleging to be their indispensable protectors and sponsors. All but one of the educational stations on the air in the United States are NAEB members and an increasing proportion of NAEB TV officers are television directors or television station managers.

It is now increasingly apparent that the NAEB is here to stay, with no need for it to affiliate or compromise with other groups in any way which will significantly impair its independence and freedom of action. It is now recognized as a leader instead of a follower, and the NAEB Board meetings scheduled during the next year, with America's leading School Superintendents, College and University Presidents, and other leaders, will insure that its course will increasingly be educationally responsible and carefully considered.

Through the aid granted by the W. K. Kellogg Foundation, educational broadcasting has strengthened its position in the United States. Adequate "delivery facilities" for educational materials have been assured and greatly improved. This strengthening and improvement have come mainly from the broader scope of activity and wider sphere of influence which the grant made it possible for the NAEB to exert.

Since the beginning of the W. K. Kellogg Foundation grant, the NAEB Network so tentatively launched in 1950 has become world-renowned. Present plans for at least one commercial network, NBC, call for careful consideration of converting to a tape network for radio instead of an inter-connected one. This would put the NAEB at least three years ahead of commercial radio. Steady programs of workshops, seminars and scholarships have helped several hundreds of present and future educational radio and TV staff members to secure more adequate training and inspiration. NAEB scholarship certificates now hold a place of honor comparable to those of Guggenheim, Rockefeller and other such groups on the walls of the offices of many fine educators. The first real headquarters for educational broadcasting in the world is conducting itself with dignity and honor, making American educational broadcasters the best informed broadcasters in the world. In a tribute of imitation, a "University of the Air", (of which the NAEB is probably the most honored member), has been created in Europe, whereby programs are exchanged by all the 21-nation members.

One reason for the greatly increased productivity of NAEB committees is that, with Kellogg Foundation assistance they have been able to meet and carry on their business on a face-to-face basis. The same is true of regional meetings to develop educational radio and television locally. The first NAEB regional meeting in the history of educational broadcasting was held in Norman, Oklahoma, March 28-30, 1952. Since then such meetings have also been held in North Carolina, Michigan, and Oregon, with plans for two additional ones during the next year.

During 1952-53, the NAEB sponsored a seminar for Public School Broadcasters, and in 1953-54 a Seminar for Writers of In-School Programs. During the last three years, the NAEB also has increased liaison with broadcasting systems of foreign countries and with other educational organizations in the United States. It also has administered three series of Grants-in-Aid, which have produced broadcast broadcast series, both radio and television, which have further enhanced the prestige of the Network and the NAEB in general.

During 1953-54 particularly, the NAEB established publication exchanges with foreign broadcasting systems and other educational organizations which spread the name and respect of the NAEB around the world. 1953-54 also saw the establishment, at NAEB Headquarters, of a central Educational TV and Radio Placement Service for the United States, a Station Management Consultation Service, and a new-full-time Engineering Service. The NAEB also coordinated the selection and missions of the three Fulbright scholars in radio and TV whom America has sent to Europe.

As this is written the membership of the NAEB has increased to 235 members. During 1953-54 four of its finest engineering committee reports, six Television Operation Committee Reports, and the first of a series of Research Committee Reports were published. In addition to the reports mentioned above, the results of these and other committee meetings were a revised constitution, more programs auditioned by the In-School Program and the Network Acceptance Committees, increased exchange of foreign programs through the International Relations Committee, over 30,000 lines of publicity in newspapers and trade magazines, and the processing of nearly 200 applications for the 120 NAEB Scholarships and Workshop and Seminar Fellowships, in both television and radio, which are being granted during the 12-month period from October 1953 to October 1954.

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Considering the NAEB Radio Network alone, during the 1953-54 period the Network distributed 28,000 hours of programming to its member stations. This is an increase of 27% over the 1952-53 output and an increase of 115% over the 1951-52 output. Over the three-year period of its existence, the Network has distributed over 50,000 hours of programming. Network service includes programs to a general audience and a special category of programs designed especially for listening in the classroom.

These thousands of hours of programs have been distributed to a membership of 83 stations. Last year Network membership reached 85 stations, but when the assessment fee was increased the number of stations dropped to 78. Since that time the number of network stations has slowly increased to the present membership of 83, as more educational stations have gone on the air. According to the recently completed study of the NAEB Research Committee, showing a coverage of eighty million, the NAEB now reaches half of the population of the United States, plus parts of Mexico and Canada, with these program services.

In 1952 we were distributing 6 hours and 45 minutes of programming per week to 65 stations. We are now servicing 83 stations with 7 hours and 15 minutes weekly. This means that approximately 1,000 tapes per week are sent out from NAEB Network Headquarters. In peak periods during the past year, over 1,200 tapes a week were sometimes mailed. (This has of course greatly increased mailing expenses and this situation has been intensified by an increase in postal rates for Zones 4 and beyond, in which 2/3 of the NAEB member stations are located.)

The sources of Network programs are increasingly becoming our own member stations. However, a great many program series have been contributed by such agencies as the American Foundation for the Blind, UNESCO, The American Society of Friends, the Cooper Union Forum, and the Air Training Command. Some programs from the British Broadcasting Corporation have been distributed to NAEB stations, and Network Headquarters has been the traffic office, arranging for the distribution of many more hours of BBC programs directly to member stations. One series from Radio-Italiana and ten series from the French Broadcasting System were also broadcast by NAEB stations during 1953-54.

The acquisition of a second mass duplicator during this past year, through the generosity of a supplementary grant from the W. K. Kellogg Foundation, has made possible a considerable improvement in both quality and economy of operations. It is now possible to begin to shift emphasis from the mass service to a more individual service aspect of its operation. The various stations, of course, find this arrangement much more satisfactory with the result that Headquarter-station relations have greatly improved.

The travel funds provided by the Kellogg Foundation have made possible five meetings of the Network Manager with the Network Acceptance Committee, the In-School Program Committee, and the In-School Program Sub-Committee. These meetings have resulted in refinement of program selection procedures and a revision of methods of program offerings and distribution.

All in all the NAEB Network is providing an essential service to the educational broadcasting stations of America. Without the aid of the W. K. Kellogg Foundation this service, which 80% of all member stations list as the most essential of all services which the NAEB provides them, would never have materialized or become a model for installations in many other parts of the civilized world.

Much has been done. But much still remains to do. The NAEB's efforts to serve the cause of education and its membership, providing wise and broad leadership and essential services to educational broadcasting throughout the world, will not be relaxed, though it will obviously have to be adapted to the realistic conditions which will arise and prevail in so rapidly a changing picture as is the rule in wireless communications.

The job which the very wise planners who submitted the first project plans had thought could be done in five years, it is now obvious, is a job which will consume far more time, and consume far more money and energy than was then thought. This is a tribute to the importance of the general area in which the grant was made, as well as to the energy of the NAEB in opening it up. If support for somewhat more than the five-year period originally considered as adequate is necessary, it is not a result of a failure, but of a success. There have been many distractions and competing events to retard the development of that public sentiment and understanding which must exist before educational broadcasting can exist without Foundation assistance. More organizations than the NAEB have found the past three years full of energetic, uncontrollable forces. It is these forces, and the need to develop understanding and controls for them that makes the NAEB believe that its role will continue to be an increasingly essential one to American and world education.

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It is the sincere hope of the writer that consideration of this brief report may be supplemented by a glance at the complete ANNUAL PROGRESS REPORT OF THE NAEB TO THE W. K. KELLOGG FOUNDATION, as forwarded on June 22. In it will be found a fuller and more adequate expression of the fine relationship which exists between our two organizations, and a statement of some of the plans of the NAEB for the more adequate publicizing and distribution of the results of our common efforts.

It is our hope that the record of accomplishment which emerges from these combined reports may be the source of as much satisfaction to the W. K. KELLOGG FOUNDATION as to the National Association of Educational Broadcasters, whose sincere thanks are hereby most sincerely expressed.

Respectfully submitted
for the NAEB President
and Board

H. J. Skornia
Executive Director
July 26, 1954

To: Directors

From: Skornia

Date: July 27, 1954

Hill is back from vacation as of August 1. I take off for at least a couple of weeks at that time, hoping it will help clear out the cobwebs, since I didn't take any vacation last summer. While I'm away I'm sure Harold, Minnie, John, or Ros can handle any problems which come up.

HJS:ep

H J. Sk

TO: Directors

CONFIDENTIAL

FROM: Skornia

DATE: July 22, 1954

Just received. My only comments: (1) I tried to define the NAEB's "role in action" in our report to Kellogg, by showing what we were doing, and steps for top-level meetings in the future. (2) I wonder with whom we should "affiliate." Even if impoverished, I'm sure we should retain independence (probably one of the most obvious statements ever made).

Greatly puzzled and quite annoyed by the word "disposition" in the second paragraph. R. VanDuyn

X X X

W. K. KELLOGG FOUNDATION
BATTLE CREEK, MICHIGAN

July 19, 1954

Dr. Harry J. Skornia
Executive Director NAEB
University of Illinois
Urbana, Illinois

Copy

Dear Harry:

Although I have no notion as to what the Foundation might do with respect to support of a project that would attempt to unify the various publications particularly concerned with wireless communication, I want you to know that I think it is a good idea and I like the way you have approached Stanley Andrews to make it a joint consideration.

Now if you can find a way to push for a disposition of NAEB, we will be ready for another period of great gains in educational broadcasting. By the latter you know that I mean--exactly the same thing we have talked about before, namely defining the role and function of NAEB. Should it stay independent? If not, with what agency should it become affiliated? It seems to me this latter problem must be solved some time during the coming year.

Sincerely,

/s/ Bob

Robert VanDuyn

THE BEACON PRESS

25 Beacon Street — Boston 8, Massachusetts

July 23, 1954

Mr. Harry B. Skornia
Executive Director
University of Illinois
119 Gregory Hall
Urbana, Illinois

Dear Harry:

Thanks for sending us the carbon of your letter to George Probst, about the 1,800 copies of JEFFERSONIAN HERITAGE. This order came from USIA and finally reached the figure of 1,998.

This is part of a project that grew out of Nixon's tour of the Orient some months ago. He came back calling for more "positive" books on the US for public libraries in other countries. USIA scraped up $100,000 and bought close to 2,000 copies each of about twenty titles.

They contracted with CARE to make up bundles of books for shipping to overseas public libraries.

This was a unique operation -- and did not involve our own US libraries around the world; there is no expectation that this will be repeated in the future. But, how pleasant to have it happen once!

Yours cordially,

/s/ Mel

Melvin Arnold

Copied at WARF Hqs. on July 26, 1954--cp

July 29, 1954

Mrs. Eunice Collins Parker
Secretary, Committee on Television
American Council on Education
1785 Massachusetts Avenue
Washington 6, D. C.

Dear Eunice:

No sooner said than done! I had it ready, but was holding for further checking and reactions. I would not have missed the August 2 deadline, however, in any case.

Herewith, then, our comments on Dr. Calkins' questions. I should like to state that NAEB's providing of most of the data on radio should not be interpreted as absence of equal interest in educational television.

Since we are not meeting to look over each other's offerings, I assume that this material is confidential to your office until it emerges, edited and integrated, from capable I.T.C hands. If we have sinned a bit on the side of brevity, as compared to the output of some of the groups, I hope only gratitude will result.

By the time this reaches you, I hope to be on my way to a short vacation. My fingers are still crossed as they frequently are when you have children who get various things with or without warning.

I thought the meeting was fine. I do hope that we staffers can meet next time in conjunction with a longer meeting, to better justify the travel expense. We generally do not feel that travel that far can be justified unless several jobs can be done in that area on the same trip, or unless at least two or three days meetings are involved. When our travel budget is gone, we simply stay home. And this year's budget didn't visualize a series of such trips, ten of which, alone, would use up our budget for Graydon's travel and mine, and our trips to New York for the convention. I have added this explanation only so all will know we mean it when we object to single-day or even shorter meetings.

This is not an innate NAEB or Skornia attitude, but results from the realities of our budget. Maybe, if we get more Foundation support out of this, we can begin to be less careful of such things!

Under separate cover I have sent you several items which I think you may already have, but which should accompany our statement when it goes to Ann Arbor. These include:

NAEB Directory of Members

A Financial Analysis of 54 Educational Stations

NAEB Research Project release on U. S. coverage by NAEB Stations

Coverage map (for radio only) to accompany the above Research Project Report

Hope it's all clear. It was a hard one to write, and I "sweat blood" over sections of it. The processes of the arm and the media are sometimes pretty brutal in the toll they take.

Sincerely,

Henry J. Skornia

Henry J. Skornia
Executive Director

HJS:ep

SOME THOUGHTS AND COMMENTS
ON THE QUESTIONS OF MR. CALKINS
FROM THE POINT OF VIEW OF THE NAEB

Question 1: What factually is the present scope of Educational TV and Radio broadcasting — list of stations, by whom operated, hours of operation, size of audience, growth of audience, how much has it cost, who has financed it?

The factual status of educational television will be provided in greater detail by the JCET and the NCCET, as discussed at the staff meeting in Washington, D. C., July 21. With regard to radio, at present there are 104 educational radio stations who are members of the NAEB. A few who are not members will bring the total up to perhaps 115. Seven of the operating television stations are already members of the NAEB, with one additional one in the status of an applicant.

Most of these radio stations are operated by universities, colleges, or schools. The population covered by these stations is indicated in the attached Research Project Report. Approximately half of the Americans in the Continental United States are reached regularly by NAEB programs for a total of approximately 80 million: 34 million in the north central states; 25 million in the northeastern states; 9 million in the western states; and 9 million in the southern states. Radio stations of the NAEB also serve parts of Ontario and Manitoba in Canada, and a part of Chihuahua, Baja California in Mexico. Further details are provided in the attached report and map.

The average school budget for radio station operation is probably between $15,000.00 and $20,000.00 per year. Budgets in this area are likely to surprise most persons not in immediate contact with them, particularly television planners and station operators. A fuller picture is available in the attached Financial Analysis of 54 Educational Stations. However the following table should be indicative:

Kind of Station	Annual Budget	Hours of Operation Per Week
College & University 10-watt FM	$ 3,367.00	34
College & University 250-5,000-watt AM and/or FM	89,661.00	58
Public School and Board of Education Stations (AM and FM)	28,600.00	21
Other non-profit institutions	27,592.00	40

Many of these budgets include some instructional costs as well. A considerable amount of work would appear to be necessary before budgets adequate for television station operation can be developed in many such areas. Such budgets range from $90,000.00 or so to $400,000.00 per year. It is expected that the JCET and NCCET will provide these figures, although the NAEB is ready to provide them for its member stations if necessary. (The NAEB would like to state unequivocally that the fact that it is, at Committee request, the sole provider of basic radio data for this report is not to be construed as absence of equal or greater interest, involvement and concern in educational television.)

It appears to the NAEB, as the educational station association for both radio and TV, that the growth of television, after a first surge to get what will in effect be pilot stations on the air, is likely to be fairly gradual, as was that of radio. For many years, for example, there were only some thirty educational radio stations. This perspective, if it differs from that of some of the other groups represented, is tempered by and based on thirty years experience as an association in an area in which adequate budgets are usually only slowly achieved.

Funds to set up the NAEB Radio Network and Central Office were granted by the W. K. Kellogg Foundation in 1951. The Rockefeller Foundation and others also contributed funds for the first NAEB Allerton Seminars at which Social Scientists and other educational leaders helped NAEB leadership set up machinery for planning the wise use of educational television and radio for the future. Some of these early reports are today extremely interesting and prophetic.

The Fund for Adult Education has also been most generous in its grants to the NAEB for the Big Four Programs (Jeffersonian Heritage, Wars of Mankind, People Under Communism and Voices of Europe); three grants-in-aid with and through the ETRC; the NAEB's now well-known Television Monitoring Studies; TV General Planning and Policy, Production, Management, and Engineering Workshops and Seminars; a TV Engineering Service; and an Educational Television and Radio Placement Service.

The NAEB has also received a considerable number of other (usually specifically earmarked) grants and gifts from various other organizations and foundations. Since it has traditionally done this, it is expected that such arrangements may wisely be continued in the future to the benefit of the entire educational communications movement.

Prior to and except for receiving these grants the NAEB has been entirely self-supporting. Even at the present time, membership dues for the organization and network constitute an adequate share of the budget for on-going operations to give the membership a highly vocal and proprietary interest in the affairs of the Association. It is this membership-based quality of the NAEB which distinguishes it from the other groups here represented, and which also makes off-the-cuff agreements and commitments by the staff or Directors impossible to make without careful consultation based on the knowledge that all decisions

must be adequately justified. The traditionally small operational budget of the NAEB (as distinguished from specifically earmarked grants) also accounts for the enforced frugality of the NAEB in expending travel funds, etc. Generally trips of significant expense can be approved only if adequate activities, combining several functions, are to be carried out. The same is true for the other expenses of the organization.

Question 2: What are the realistic prospects of further development over the next two to five years -- list of stations planned, with realistic estimates of their opening dates, hours of operation, potential audience, local interest, etc.?

Realistic prospects for further development for radio alone would indicate on the basis of the record of the past few years (since the advent of television as well as before) that five to ten educational radio stations will be going on the air each year. An increasing number of these stations, however, will be 10-watt stations of limited coverage and hours. FM is generally becoming the educational medium in radio, as commercial radio deserts it, partly because channels are available and partly because, much to the disadvantage of the overloaded staffs, it has the reputation of being a "cheap" medium. Development of listenership is slow and painful in this secondary medium, as it is likely to be in UHF television. It will be recalled that education has no channels reserved for it in AM radio, and that both AM and TV are sources of frequently almost overwhelming competition to the usually inadequately promoted FM educational radio stations now going on. This makes it imperative that educational television not in any way discredit them or "kick them while they are down," for a very slight reverse is frequently enough to cause their liquidation. And this, by an illogical process of extrapolation which the present writer cannot explain, is frequently construed by opponents, some educators, and even the public, as one more proof that "schools should stick to education" rather than "getting into" radio or television.

Radio is, then, quite frequently a stepping stone to television or at least a keystone in the "communications thinking" or testing which precedes serious efforts to secure educational television. It should also not be forgotten that in many areas of the United States, and for many purposes, radio will have to continue to be the most economical medium for the distribution of many materials, and the only wireless medium which, like it or not, will be financed in some areas for many years to come. There is probably still some truth in the words of Professor Aubrey Gastell, distinguished University of Oregon professor, speaking to the NAEB Region VI Convention last October:

> "I am convinced that when a university adds a radio station it adds far more to its resources than it will when it adds television to its radio. A university without radio is drastically cut off. A university with radio but without television is not drastically cut off. A university can do a great deal for its customers, given broadcast facilities. But the nature of its clientele and the nature of its materials are such that not as much proportionately is added when you pass from broadcasting (i.e. radio) to television."

Somehow or other, then, we must make sure that educational television promotion is not at the expense of radio. Otherwise some of the foundation stones we'll need later may turn up missing. It would be a great tragedy if educational television were wittingly to contribute to the failure of education to realize the full potential of radio, if and where this can be avoided. The 104 "birds in the hand" are still doing a significant job of education in America.

Question 3: What are the crucial problems for this year, the next, and thereafter?

Crucial problems for the coming year include survival through the testing time which this period is proving to be for educational television. They include studies, for which we all have pressing needs, of the interrelationship of the media, and of the overweening importance of good programs.

Quoting one of the NAEB Directors:

"I feel that it is important that we get a balanced perspective on the uses of all media of communication. If we let bad programs (on any medium) go on the air as samples of (curricular) teaching, we are doomed."

One of the overwhelming problems afflicting the entire area of wireless communications is of course frankly financing. That's why this paper is written. As the NAEB seeks to faze out Foundation support of its operations, for example, and make it entirely membership-supported, we discover that a point of diminishing returns is soon reached. An extremely slight increase of dues and charges almost always results in the loss of a few more stations with extremely small budgets. This truth exists in the face of a very strong feeling of independence and desire to be self-supporting.

Some continued Foundation or other outside support will therefore obviously be needed for ongoing needs in radio, as well as TV, for at least ten years, and probably indefinitely. Since public education is not self-supporting after nearly two hundred years, it is hard to see how educational radio and/or TV television can be so in any short period.

All the other points in this report are also statements of problems. See particularly the reply to Question 9 for the basic problem concerned in an adequate shake-down for which adequate financing might be found.

Question 4: To what extent are studios and kinescope facilities urgent now? Where are such facilities strategically important? What are the prospects of local or other financing?

If the economic base to support both educational radio and television is sound, an exchange of programs, which means both kinescopes and tapes, is essential. So is coordination of efforts between radio and television, for

economy's sake. So also are projects which keep the well-springs of creative programs alive. For if educational stations begin to "ride the network"...if, from the resources of ideas in educational institutions, educational radio and television do not produce significantly new types of programs and open up new areas of learning and services to the public, the dream and promise of those who requested channels for educational television, as well as for FM, are not being realized or kept.

Facilities for kinescopes and other production work are desperately needed in various important geographical areas, like Washington, D. C., or the Harvard, Yale, and Princeton areas, where little is now to be found. It is believed that FAE support is making kinescope facilities likely to be available on a more adequate basis than radio facilities. But in some cases radio may be vastly more practical and economical. Both need to be remembered in any approaches to foundations for funds.

(One of the greatest needs of the NAEB Radio Network has been for at least weekly reports from Washington, reports of a background sort not now available. All efforts to secure these have floundered on the absence of educational facilities or adequate staffs to provide this service on an economical base. It is hoped that some combination uses or facilities may be worked out for both radio and television. Wherever one of the two may get a foot in the door, the other should have access, even if only on an understandably limited basis. Local assistance can probably sometimes be enlisted for such combined facilities.)

Models of quality programming can best be provided if quality rather than quantity can become the point of emphasis for each station. The importance of a network center and exchange facilities in such an arrangement is obvious.

Question 5: To what extent are good productions important now? Why? How can they be produced? What would it cost? What are the prospects of financing these productions? How can they be produced so as to develop interest, experience, and standards among educators? How can ideas for production be stimulated?

There is no question that good productions are important from the outset. Many whose support is needed for educational television will judge forever, or almost forever, on first impressions. Latent resources are not enough, as the NAEB and ETRC have discovered. It costs money to exploit them, just as it costs money to drill for oil, and to refine it, once it is gotten out of the ground. For this, financial support is needed. The hand-to-mouth deadlines under which most small stations operate prevent devoting adequate time for planning and quality work.

At least a half million dollars a year are needed for financial assistance to make the most economical use of the potential for delivery of information by educational radio stations. Probably 10 to 15 million dollars per year would really be needed for adequate production of educational television programs, if the proportion generally found by business to apply between plant investment, production costs, and delivery expenses, were to be made applicable. It is of course doubtful that this sum can be secured. However too small a target should not be settled for without a considerable effort. And a part of the funds secured, for some time to come, will need to be used for promotion and local help to develop community support and public understanding. For all this Foundation help will continue to be needed.

The combined ETRC-NAEB grants-in-aid would seem to be one of the many ways in which standards are being raised in the producing institutions. So are the scholarship and workshop programs of the NAEB, and the other services it provides, as partly listed under the comment on Question 1.

Question 6: What is the long-run place of Educational TV and Radio? Is it to be an extra-curricular affair or a regular part of education? What conception is the enterprise working toward and striving to attain? Has it a conception of its place in education? Who in education accepts this conception? How is the interest of educators to be elicited and held? What provision is being made for their participation, for their cooperation, for recognition of their achievements in this field? Or is Educational TV and Radio to be run by a group of young outcasts in the drama department, aided by a few outcast professors seeking the limelight? Administrative approval alone will not win faculty approval and participation. How is the faculty to be brought into this work and aroused to be successful in it?

In the long run picture of educational radio and television, it is hoped that both will be recognized as legitimate curricular as well as extra-curricular activities so that peripheral financing will not have to be continued indefinitely. Just as books have come to be considered as legitimate direct curricular expenses, so should television and radio. They should and must be integrated into the corps curriculum. Media should be considered as legitimate as content in competition for budgets. Radio and television can deliver information and understanding as surely as books. Food for the mind and spirit and food for the body, regardless of their abundance, are equally useless unless delivered.

This conception has not been fully realized partly because many of the people representing educational radio and television have been media people instead of educators, and partly because educators have been too busy with more traditional problems to realize fully both the promise and the threat of the new media.

The continued efforts which we must all make must be directed at both levels, and at erasing the line between. We need more broadly-educated media people, and more media-educated educators: subject-matter people, administrators, and teacher-trainers. Realizing this, the NAEB's conventions are more and more bringing in college and university presidents and city and state superintendents. And more and more NAEB members are participating in the conferences and programs of various subject-matter and professional Associations. Problems like reimbursement

of faculties for participating in programs and the securing of active participation of administrative and content specialists in program planning, illustrate some of the other problems involved in the whole area.

A great deal of progress is already being made through committee activities of such associations as the NAEB, whose liaison committee contains representatives of nearly all the related media areas as advisers. This committee, in the present contingency, has turned out to be one of the most important of all NAEB committees. In a realization of its key position, it has undertaken the coordination implicit in its central association position. But the tempo of this sort of liaison work also must be increased. For this also funds are needed. This is also, then, a legitimate area for requests for Foundation support.

Question 7: What are the near future and longer-run future conceptions of Educational TV and Radio as a network blanketing the country? Are regional or national hook-ups feasible? Are chains contemplated? How many stations in what cities are contemplated?

I believe the white spaces on any map of educational stations will be too large to make it practical to expect such stations to be interconnected, although this arrangement is sometimes used regionally in a few areas (Wisconsin and Michigan). Similar regional arrangements will probably prevail, but on a lesser scale for many years, in educational television. In fact some sober thought should be given to the way in which educational television coverage will duplicate and coincide with that on the attached NAEB Radio map. As in radio, the outlying stations most quickly get into troubles which frequently render them less dependable in the long haul than the more centrally located mid-western ones.

The attached directory of NAEB members gives an idea of geographical distribution so far for both radio and television. Exact predictions for tele-

vision stations on a time-table basis are impossible. JCET and NCCET status reports should be our best indication in this area, since both the NCCET and JCET are more predicting and planning in nature than the NAEB, ETRC or ACE-TV Committees, in which present problems are frequently overwhelming. However, it would appear that wire, cable, or relay networks are not to be counted on at this juncture. NBC is in fact now considering a tape network for radio, in an effort to reduce expenses to a more sound base for the more economical medium of radio and to insure a broader proportion of local programming for radio. In the view of these developments, and the avid interest with which commercial television also is watching the development of television tape recording prospects (as a possible partial or whole replacement for both kinescoping and interconnected networks), to dissipate all-too-scarce funds on attempting to set up an interconnected national network at any time, for education, would seem to be an error in judgement, from the perspective of present developments, at least.

Question 8: What organizations are promoting Educational TV and Radio? What do they do? Who controls them? Who finances them? How do they co-operate? What other educational organizations can help? Is an effort being made to elicit their help?

The principal organizations concerned with educational television are notably those represented at this meeting: the ACE's TV Committee, the ETRC, the JCET, the NAEB, and the NCCET, to put them in alphabetical order. However, the AERT, CNO, DAVI, and others would also resent being forgotten, I'm sure, as would the various Foundations and Funds which have contributed money and programs. Of these the NCCET, JCET, and ETRC (so far) have been financed by the FAE; the NAEB by its members, Kellogg, Rockefeller, the FAE, and various others. The sources of financing available to the ACE-TV Committe are not known to this writer.

Cooperation is generally fairly good among these groups, more in tribute to the personalities involved, as has been remarked, than to any adequate coordination. In fact the set-up as it exists (with many trying to do virtually everything for and to the sometimes confused stations) would seem certain to cause waste motion and some misunderstanding, as mentioned later in this report.

Virtually all other educational organizations are gradually being involved, but this takes time. No one of the above organizations has any magic formula or exclusive channel for such involvement, which comes in many ways and at many levels, and must continue to do so. The efforts of the NAEB in this area, as already explained, are the only ones specifically known to this writer well enough to describe here.

It is our belief that of the five organizations, the only ones actively engaged in securing such involvement of educators in and for both television and radio are the ETRC and the NAEB, as the (future) network and the association of educational broadcasters, respectively. There is some question in the writer's mind if the ACE-TV Committee should not also eventually undertake to extend its liaison functions to include radio as well.

Question 9: If the organizations want something done to foster their development over the next few years, what is it? What plan does it have? What would it cost? What parts can be financed by local or other support? Recognizing that foundation aid must be temporary for a few years at best, where could its aid be of greatest help?

Most of the organizations mentioned and represented here would undoubtedly like to have their futures assured. However this simple a solution may not be practical. A more realistic approach would seem to be an objective evaluation of the services rather than the organizations needed, and of which organizations are constituted for best providing these services. This will involve consideration of

the need for sound economic bases; constituencies or members who can be counted on to carry part of the load and help weather the various crises which are bound to come; and which can count for loyalty and support on listeners, without whom our entire operations are in a vacuum.

In some cases functions and services may well be improved and rendered more economical by a basic reconsolidation. At least reexamination and consideration of the desirability and possibility of such a step must be undertaken periodically if foundations are to be convinced of the broad sincerity and integrity of all concerned and of the interest of all of us in the whole rather than its parts, or any super-structure. The patient should be the primary concern. Since foundation support is not expected to prove to be practical on an eternal basis, the number of doctors, and the extent of specialization of each, must eventually be tailored to the ability of the patients themselves to bear the load either alone or with a minimum of outside subsidy. The only alternative would seem for some of us to come up with a plan for indefinite subsidy which can really be found to be practical. If this were possible, we would undoubtedly all agree that there would be no need for such basic consolidation. More coordination would still be necessary, however, if the station manager is not to be forced to spend much of his time in answering correspondence and questionnaires from increasingly large staffs in our organizations, instead of concentrating on the job at hand or shoring up frequently shaky bases of local and internal support.

In the long run it would seem that a minimum of organizations, (and certainly no one can do the job) is essential. These organizations will assume as many as possible of those present and foreseeable functions which are deemed essential. It is our belief that such a set-up with modest budgets and minimum staffs will be all that educational broadcasting can realistically

support. Commercial broadcasters, with far larger resources, have come to this conclusion, and though this does not prove it right, it does indicate the overwhelming importance of the (frequently fiscal) realities of life.

Question 10: What are the consequences of the alternative of pushing forward with such a program and the alternative of not making this concerted effort? Are not slow progress and an occasional shakedown a good thing for the long-run future of Educational TV and Radio?

The consequences of not pushing forward with all energy and with adequate funds now are obvious. Educational television is not yet over the hump. Whether it will be in one year, or two years, it is difficult to say. I think we can all be grateful that fairly adequate funds and adequate staff are available to promote it aggressively now, and have been during the past three years. It has been a belief of the NAEB, as expressed at the general session, that overextension of the organization is extremely unwise, and that it is better to be overworked than to expand too broadly and risk falling from one's own weight. It also is our belief that, like radio, educational television may not really be a full reality for 10 or 20 years. Slow, steady progress is therefore more desirable than hasty efforts, conducive to overextension. This progress must be based on sound research, genuine needs, and available economy, and on services which can be provided to a clientele which exists. At no time should it be an objective of any organization to perpetuate or enlarge itself unless this is economical and the functions could not better be done by existing or better placed groups. For this may endanger the entire movement which we are set up to save and advance. Service must be placed above self and organization. This may sound idealistic, but it is also believed to be practical and essential.

Speaking only of and for the NAEB, and subject to later review by the NAEB Board and membership, it is believed that this organization can continue a

sound program and undertake also some modest promotional work not now engaged in, on an annual budget basis of somewhere between two hundred thousand and three hundred thousand dollars a year. (This assumes leaving to the ETRC the National program costs mentioned under comments to Question 5. If the NAEB should be called upon to assume a larger share of the responsibility for collecting and distributing television programs, the sum here mentioned would of course have to be increased.) Up to perhaps one-third of this sum can perhaps be provided by the membership. A certain proportion of the rest can be provided by charging for various services and publications. The remainder, probably something in the neighborhood of one hundred fifty to two hundred thousand dollars per year, for the foreseeable future, will continue to need outside support as the NAEB takes over the providing of the more and more services which educational television stations, as well as radio stations, request.

The history of the NAEB, the use it has made of Foundation support in the past, and the traditional economy of its entire operations would seem to make it the sort of association which can subsist and operate with as modest outside assistance as any which might be devised.

Working closely as it has from the beginning with the ETRC and other groups to insure understanding and support among educators, adequate utilization, adequate production standards, and sound financing, its foundations are in the grass roots and school systems of America, from which it hopes to draw increasingly sound educational values. For it is education which must be our first concern: not our respective organizations, or even radio or television except as a part of education.

On behalf of the NAEB as authorized by the
Directors and approved by President Graydon Ausmus.

Harry J. Skornia

Harry J. Skornia
Executive Director
July 30, 1954

July 28, 1954

Mr. Earl Ogan, Director
Radio Station WUNC-FM
University of North Carolina
Chapel Hill, N. Carolina

Dear Earl:

Here is an excerpt from a letter just received from Charlo F. Haley, General Manager of WCET, Cincinnati.

"I do not know whether you have investigated the possibility of cooperating with the four or five educational television stations now in operation in providing an opportunity for college graduates with radio or television training to serve as apprentices for a period of six months or one year in these established television stations. I think it would be advantageous for each station they will welcome qualified individuals who might wish to serve as apprentices in their station, learning the techniques of television production, programming writing, etc.

"I am interested in working out some plan by means of which we could employ approximately six people for a period of six or eleven months at a very minimum wage which would cover living expenses only, on an apprenticeship basis. $150 a month or less, might be a reasonable sum for an apprentice, and I believe would be a justifiable expenditure by NAEB (or the Fund for Adult Education) in order to hasten the training and to provide good personnel for future educational television stations.

"An educated individual, or, an educator, could work with the staff at WCET for a period of six or twelve months, and come out of this apprenticeship with an excellent professional background in techniques of television programming and production. We are going to need more and more, the educator with the professional television background for effective educational television programming."

"Please give this some thought, Harry, and I would like to hear from you at your earliest convenience as to what you think the value of this plan might be, and the chances for financing a few people this coming year on this basis."

I think WDSU-TV has a continuous training program. I would guess this proposal has some merit. Since I think this falls within the province of your Committee, and Ed Brownie, possibly, I am sending it to you and your Committee (which includes Ed) for:

a) Rejection, if it has no merit.
b) A specific proposal from your Committee if it has merit. This proposal I would then submit to the FAE for separate funds, or as possibly qualifying for some of the unused scholarship funds already secured. This would require permission for slight revision of conditions of use, and might or might not be approved.

If such a proposal goes in, it should be no later than early September. At that time I hope to have also a revision of our earlier proposal to the FAE for consultant teams or shock troops. Graydon is revising this request in the light of S-TAB discussions, and I hope to have his and SITEB's ideas for incorporation. Any ideas your Committee has would also be appreciated.

Sincerely,

Harry J. Skornia

Harry J. Skornia
Executive Director

HJS:mp

CC: Scholarship and Workshop Committee
Bureau and Other Officers
Oberta T. Baily

To: AHEB Officers

From: Harry Sherwin

Date: August 5, 1954

Subject: Final fiscal report to Kellogg

Herewith a copy of the University Business Office report to the Kellogg Foundation for the past fiscal year plus the letter to Mr. Seay which accompanied it. Who was it who said: "We made it!"?

Preparation of this fiscal report was handled by Harold Hill at our end. If you have any bouquets, I'm sure he'll appreciate them.

One other bouquet I'd like to hand out is to Schooley. On behalf of Illinois he did everything humanly possible to help us save money, and got by as cheaply as possible the last part of the year when our straits began to be obvious. Without that help our record could not be so shiny.

Now for 1954-55!

HJS:cp

H J Sherwin

August 5, 1954

Dr. Maurice F. Seay, Director
Education Division
W. K. Kellogg Foundation
Battle Creek, Michigan

Dear Dr. Seay:

The only portion of our annual reports to you, which was not sent earlier, was the financial statement from the University Business Office. This could not be prepared until the close of the books for the past fiscal year, as was explained to Mr. Van Duyn. It is herewith enclosed, with sincere thanks. It is our hope that all prerequisites are now in for the issuance of the check for the grant for the new fiscal year. In my note of July 27 to Bob Van Duyn I referred with some pride to the fact that we ended the year with a small balance.

May I say once again that we are proud of the record of achievement during the first three years of this grant, and hope that the W. K. Kellogg Foundation may also take pride in these accomplishments.

Respectfully,

Harry J. Skornia

Harry J. Skornia
Executive Director

HJS:cp

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
TRUST: W. K. KELLOGG FOUNDATION
FINANCIAL STATEMENT
June 30, 1954
(For fiscal year, 1953-1954)

	Kellogg Trust Fund	NAEB Revolving(1)	Total
Balance, July 1, 1953 (Per 1952-53 Report)	$ *6,547.79	$ 5,546.79	$ *1,001.00
Revolving balance trans. to Trust Fund	5,546.79	-5,546.79	
	$ *1,001.00	$ -	$ *1,001.00
Receipts (see budget, attached)	67,500.00	26,322.15	93,822.15
Total Balance and Receipts	$ 66,499.00	$ 26,322.15	$ 92,821.15
Expenditures, per attached report	66,499.00	25,795.50	92,294.50
Balance, June 30, 1954	$ -	$ 526.65	$ 526.65

*Deduct (deficit)

(1) This is the account which has been set up, under University of Illinois requirements, for Network Assessment Fees and other income accruing to the NAEB Headquarters and Network.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
TRUST: W.K. KELLOGG FOUNDATION
REPORT OF EXPENDITURES FOR THE FISCAL YEAR
1953-1954

Summary (Detail Attached)

	Budget	Actual	Balance
Salaries and Wages (1)	$ 35,790.00	$ 37,651.19	$ *1,861.19
Seminars, Travel, Research	21,200.00	11,169.58	10,030.42
Supplies and Expenses	27,000.00	37.573.73	*10,573.73
Administrative Expenses	2,250.00	5,900.00	*3,650.00
Contingencies	1,910.00	-	1,910.00
Total	$ 88,150.00(2)	$ 92,294.50	$ *4,144.50(2)

* Deduct (deficit)

(1) Employer's Contribution to Retirement Fund (7.79%) and Workmen's Compensation (1.5%) are included.

(2) Actual income was $93,822.15. This, and the $1,001.00 deficit at the start of the year, accounts for the discrepancy between above balance and actual cash position on June 30, 1954, shown on previous page.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
TRUST: W. K. KELLOGG FOUNDATION
REPORT OF EXPENDITURES FOR THE FISCAL YEAR
1953-1954

Salaries and Wages

	Budget	Actual	Balance
Executive Director	$ 10,790.00	$ 9,019.28 (1)	$ 1,770.72
Associate Director	5,000.00	2,700.00	2,300.00
Secretary	3,237.00	3,459.57	*222.57
Network Manager	4,522.00	4,166.66	355.34
Traffic Manager	3,237.00	3,405.00	*168.00
Shipping Manager	3,237.00	4,105.92	*868.92
Duplicator Operators	3,885.00	4,709.01	*824.01
Labor	1,882.00	3,156.92	*1,274.92
Retirement (Employer's Contribution) (2)	-	2,422.66	*2,422.66
Workmen's Compensation (2)	-	506.17	*506.17
	$ 35,790.00	$37,651.19	$* 1,861.19

* Deduct

(1) Total salary actually paid present Director is $9,999.96. Balance paid by School of Journalism and Communications, University of Illinois, for teaching a graduate course. Above figure also includes fee paid to former Executive Director for the months of June and July, 1953.

(2) Employer's Contribution to Retirement Fund and Workmen's Compensation were included in the salaries set forth in the original budget and were not set up as separate items.

Supplies and Expenses

	Budget	Actual	Balance
Mailing, Express, Freight		$ 7,300.49	
Equipment (Incl. Replacement parts, repairs and alterations)		2,651.04	
Office and Misc. Network Supplies & Exp.		1,397.54	
Publications, Clipping Service		424.25	
Telephone & Telegraph		1,679.34	
Printing and Art Work		2,095.22	
Stenographic Bureau (Mimeographing)		2,369.55	
Shipping Materials		407.94	
Customs		108.00	
Hauling		122.33	
Recording Service		539.97	
Tapes (Incl. replacement boxes, reels)		7,323.06	
Professional Services		500.00	
New Duplicator, Repair of Old Duplicator, Replacement Parts		11,600.00	
		38,518.73	
Less: Expense incurred in 1952-53, reimbursed in 1953-54		945.00	
	$27,000.00	$ 37,573.73	$*10,573.73

*Deduct (deficit)

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
TRUST: W.K. KELLOGG FOUNDATION
REPORT OF EXPENDITURES FOR THE FISCAL YEAR
1953-1954

Seminars, Travel, Research

	Budget	Actual	Balance
Seminars	$ 5,500.00	$ 2,339.52	$ 3,160.48
Regional Meetings	4,500.00	1,669.07	2,830.93
Exec. Com. (& Directors') Meetings	2,000.00	1,720.46	279.54
Office(r) Travel	3,200.00	2,756.84	443.16
NAEB Committees	2,500.00	2,036.19	463.81
Research	3,500.00	647.50	2,852.50
	$21,200.00	$11,169.58	$10,030.42

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
TRUST: W. K. KELLOGG FOUNDATION
BUDGET 1953-54

	Original Budget	As Amended Upon Receipt of Subsidiary Grant
BUDGET SUMMARY		
Salaries & Wages	$ 30,790.00	$ 35,790.00
Seminars, Travel, Research	19,200.00	21,200.00
Supplies & Expenses	12,000.00	27,000.00
Administrative Expenses	2,250.00(1)	2,250.00(1)
Contingencies	1,910.00(1)	1,910.00(1)
	66,150.00	88,150.00
NAEB HEADQUARTERS:		
Salaries & Wages	$ 14,027.00	$ 19,027.00
Seminars, Research, Travel	18,200.00	20,200.00
Supplies & Expenses	5,700.00	5,700.00
Administrative Expenses	1,560.00	1,560.00
Contingencies	1,910.00	1,910.00
	41,397.00	48,397.00
NAEB NETWORK:		
Salaries & Wages	$ 16,763.00	$ 16,763.00
Travel	1,000.00	1,000.00
Supplies & Expenses	6,300.00	21,300.00
Administrative Expenses	690.00	690.00
	24,753.00	39,753.00
BUDGET ANALYSIS:		
SALARIES & WAGES:		
Executive Director	$ 10,790.00	$ 10,790.00
Associate Director	-	5,000.00
Secretary	3,237.00	3,237.00
Network Manager	4,522.00	4,522.00
Traffic Manager	3,237.00	3,237.00
Shipping Manager	3,237.00	3,237.00
Duplicator Operators	3,885.00	3,885.00
Labor	1,882.00	1,882.00
Retirement (Employer's Contribution) (2)	-	-
Workmen's Compensation(2)	-	-
	$ 30,790.00	$ 35,790.00
SUPPLIES & EXPENSES	$ 12,000.00	$ 27,000.00
SEMINARS, TRAVEL, RESEARCH:		
Seminars	$ 5,500.00	$ 5,500.00
Regional Meetings	4,500.00	4,500.00
Exec. Com. (& Directors') Meetings	2,000.00	2,000.00
Office(r) Travel	2,200.00	3,200.00
NAEB Committees	1,500.00	2,500.00
Research	3,500.00	3,500.00
	$ 19,200.00	$ 21,200.00
ADMINISTRATIVE EXPENSES	$ 2,250.00	$ 2,250.00
CONTINGENCIES	1,910.00	1,910.00
TOTALS, ANALYSES	66,150.00	88,150.00

(1) No allowance was made in budget for 1952-53 Administrative Expenses which were charged this year, nor was any allowance made in the Subsidiary Grant for Administrative Expenses on the Subsidiary Grant. The contingency fund was used to partially cover these items.
(2) Employer's Contribution to Retirement Fund and Workmen's Compensation were included in the salaries set forth in the original budget, and not set up as separate items.

RECEIPTS

	ORIGINAL BUDGET	REVISED BUDGET	ACTUAL
Headquarters (Kellogg)	$ 34,000.00	$ 41,000.00	$ 41,000.00
Tape Network (Kellogg)	(11,500.00)	(26,500.00)	(26,500.00)
Tape Network (Fees)	(20,650.00)	(20,650.00)	(20,741.00)
Tape Network (Totals)	32,150.00	47,150.00	47,241.00
Other Income (1)			5,581.15
	$ 66,150.00	$ 88,150.00	$ 93,822.15

(1) Other Income:

From NAEB Treasury	$ 3,000.00
Sale of Publications	690.00
Tapes, sold, rented, dubbed	230.00
Reimbursable Services	1,629.65
Miscellaneous	31.50
	$ 5,581.15

NAEB HEADQUARTERS
14 Gregory Hall
Urbana, Illinois

TO: All NAEB Officers
Bretz
Stasheff
Davis
Hunter
Bidlack
Novik
Newburn

FROM: Harold E. Hill

DATE: August 6, 1954

SUBJECT: TV Workshop

Attached is the final roster of successful applicants for the NAEB TV Production Workshop. Qualification statements are being sent to Stasheff and Bretz under separate cover.

NAEB HEADQUARTERS
14 Gregory Hall
Urbana, Illinois

NAEB Educational Television Production Workshop
August 23 - September 10, 1954
Michigan State College, East Lansing, Michigan

Roster

1. Mr. Thomas J. Brophy, Office of Radio-Television, NEW YORK UNIVERSITY, Washington Square, New York 3, New York
2. Mr. John C. Crabbe, Director of Broadcasting, RADIO STATION KCVN, COLLEGE OF THE PACIFIC, Stockton, California
   (Summer address: National Music Camp, Interlochen, Michigan)
3. Mr. Charles B. Gilbert, RADIO STATION KSLH, ST. LOUIS BOARD OF EDUCATION, 1517 South Theresa Avenue, St. Louis 4, Missouri
4. Dr. Lewin Goff, Department of Speech, STATE UNIVERSITY OF IOWA, Iowa City, Iowa
5. Mr. John Henderson, RADIO STATION WBAA, PURDUE UNIVERSITY, Lafayette, Indiana
6. Mrs. L. C. McNabb, Director of Broadcasting, MILLIKIN UNIVERSITY, Decatur, Illinois
7. Mrs. Maude Kemper Riley, Editor of Publications, THE ART INSTITUTE OF CHICAGO, Chicago 3, Illinois
8. Miss Margaret Siegley, Assistant Director of Radio and TV, OKLAHOMA CITY PUBLIC SCHOOLS, Oklahoma City 6, Oklahoma
9. Miss Hilary Whittaker, Department of Speech, WAYNE UNIVERSITY, Detroit 1, Michigan
10. Mr. Anthony W. Zaita, Department of Speech, UNIVERSITY OF MASSACHUSETTS, Amherst, Massachusetts
    (Summer address: Department of Speech, University of Wisconsin, Madison, Wisconsin)
11. Dr. Harry W. Knepler, Division of Liberal Studies, ILLINOIS INSTITUTE OF TECHNOLOGY, Chicago 16, Illinois
12. Mr. W. Farron Halvorson, Box 99 - Abbott Hall, NORTHWESTERN UNIVERSITY, 710 North Lake Shore Drive, Chicago 11, Illinois
13. Mr. S. Donald Robertson, Department of Speech, RADIO STATION KFJM, UNIVERSITY OF NORTH DAKOTA, Grand Forks, North Dakota
14. Mr. Ralph J. Tangney, Program Manager, RADIO STATION WGBH-FM and WGBH-TV (WGBH EDUCATIONAL FOUNDATION), Symphony Hall, Boston 15, Massachusetts
15. Mr. John E. Young, Manager, RADIO STATION WUNC, UNIVERSITY OF NORTH CAROLINA, Chapel Hill, North Carolina
16. Mr. Roland E. Fenn, Director, RADIO STATION KSTC, KANSAS STATE TEACHERS COLLEGE, Pittsburg, Kansas

17. Mr. Fred B. Holmsberg, Television Service, CANADIAN BROADCASTING CORPORATION, 354 Jarvis Street, Toronto, Ontario, Canada
18. Miss Marjorie E. Stevens, RADIO STATION WDTR, DETROIT PUBLIC SCHOOLS, 7430 Lawton Avenue, Detroit 6, Michigan
19. Mr. Gordon Lemmon, Agricultural Extension Service, LOUISIANA STATE UNIVERSITY, University Station, Baton Rouge 3, Louisiana
20. Mrs. de Lamar W. Hollison, BIRMINGHAM CITY SCHOOLS, 2904 Ave. W. Ensley Branch, Birmingham 8, Alabama
21. Miss Julia M. Horan, Department of Communication Arts, UNIVERSITY OF DETROIT, 4001 W. McNichols Road, Detroit 21, Michigan
22. Mr. Glenn N. Price, Division of Radio and Television, UNIVERSITY OF KANSAS, Lawrence, Kansas
23. Mr. William G. Harley, Manager, Radio Station WHA, UNIVERSITY OF WISCONSIN, Madison, Wisconsin
24. Mr. Ray E. Holcombe, Department of Drama and Speech, MACMURRAY COLLEGE, Jacksonville, Illinois
25. Mr. Paul Carpenter, Jr., Producer and Director, Radio Workshops, Radio Station WABE, Board of Education, Atlanta 3, Georgia
26. Miss Donatha Mainguth, Department of Communication Arts, MERCY COLLEGE, 8200 West Outer Drive, Detroit 19, Michigan
27. Miss Rita Smyth, Publicity Director, MARYGROVE COLLEGE, Detroit, Michigan
28. Miss Emma Fantone, Director, Audio-Visual Aids Service, NEW JERSEY STATE TEACHERS COLLEGE, Upper Montclair, New Jersey

Harold E. Hall
8/6/54:c

NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

August 30, 1954

TO: NAEB OFFICERS

FROM: Harold E. Hill

At the request of President Ausmus, I am enclosing Ralph Steetle's report of the July 21 meeting of staff television representatives of the JCET, NCCET, ETRC, NAEB and ACE TV Committee.

As Ausmus says, "I am aware that nothing in this meeting is binding upon the organizations represented, however it is a revealing document in several respects and should be called to the attention of the NAEB Board. I suggest that a complete copy be made, and forwarded to the Board for reactions."

Therefore, will you please study the attached report and send your comments and reactions to Skornia as soon as possible. In this way he will be able to use it for guidance in future meetings of this nature. Incidentally, Harry should be back in the office on August 30.

HEH:ep

Enc.

MEETING OF STAFF TELEVISION REPRESENTATIVES
AMERICAN COUNCIL ON EDUCATION BLDG.
WASHINGTON, D.C.-July 21, 1954

Present: JCET: Ralph Steetle
Blanche Crippen

NCCET: Robert Mullen
Donald Dresden

ETRC: Lyle Nelson

NAEB: Harry Skornia

ACE Committee on Television: Eunice C. Parker

Mr. Steetle called the meeting to order at 9:40, stating that the JCET had at a recent meeting directed him to call a meeting of the staff representatives of the five organizations operating nationally in the field of educational television. Subsequent to this JCET request the committee and staff representatives of the same five organizations held a meeting at the invitation of the American Council on Education in Washington on June 30, at which time it was unanimously agreed that the staff representatives should get together at the earliest possible time to discuss operational cooperation.

While there was no formal agenda, Mr. Steetle suggested that the following topics be the basis of discussion:

1. Informational objectives of the various orgnizations.
2. Information materials produced by each organization and the audiences to whom directed.
3. Consideration of areas in which there appears to be duplication of effort.
4. Ways and means of supplementing the services of each agency.
5. Areas of cooperation that might be considered, such as the promotion of educational television via the NAEB's tape network.

It was agreed that these subjects be made the informal agenda for the meeting.

The Chairman then suggested that the representatives of each organization discuss its informational services.

Mr. Nelson reported that the Center's sole function being to provide program materials, its information is primarily directed to station affiliates. He told of the new publication "Program Reports" which will be sent monthly to stations, organizations, and producers, and which will contain general advance information on programs. It will carry information about such things as a recent contract with film producers which will make available film that has television clearance.

The Center supplies to the stations full program data of a technical nature, along with publicity material. The technical appraisals are completely frank, and are therefore of a confidential nature.

The Center is working on the problem of making its materials available for general audio-visual use in those areas where no educational television station exists.

There was full concurrence from the group that the Center's materials are particularly needed for promotional use and that it would be highly desirable if a representative sample set of programs could be provided for use by the various organizations for programming and promotion work. Mr. Mullen offered that the NCCET would pay the necessary legal fees involved in getting the necessary clearances for promotional use of this material.

Mr. Steetle summed up the discussion to the effect that the group was in agreement - 1) That it wanted programs for promotional use and

the various agencies will if necessary buy prints. 2) Programs are wanted in their entirety in order to use with educators to show the full development of an educational program. 3) The group would like to have a say as to what programs would be provided. Mr. Mullen suggested that the Center provide JCET and NCCET with its programs on a preview basis. It was agreed that an effort should be made to work out such an arrangement.

Mr. Mullen asked Mr. Dresden to report on the NCCET's informational services. The latter told of the plans for a new format for the Newsletter which will be adopted with the first fall issue. The Newsletter will become of approximately tabloid size and its content will be increased about 40%. More pictures will be used but NCCET will also need more copy. At the present time most of the news items come via the field men but they would like to have information and leads from the other groups.

The Newsletter mailing list now totals 31,000, including 5,500 press, which is divided into 15 categories.

NCCET is developing specialized information services for editorial writers, women's editors, etc., and experimenting with the subject approach, with the educational television angle prominent but not paramount. They hope to establish the Newsletter as a regular news source for other publications.

At this point Mr. Nelson raised the question as to the Center's problem in getting information back from stations as to their reaction to the Center's programs. Mr. Skornia suggested that the National Association for Better Broadcasting had proposed such plans, and also that the Association for Education by Radio and Television had endeavored

to work out such a program for some time. Mrs. Parker suggested that perhaps the ACE Committee might be able to develop interest on the part of educators in those areas where educational stations are on the air, to be responsible for some sort of evaluation reports to the Center. The JCET will encourage the AERT to move forward on their proposed project in this area.

Mr. Dresden explained further how the mailing list for the Newsletter is expanded. He said that the names are selected largely by field men who suggest ministers, those active in the chambers of commerce, heads of civic organizations, and others considered to be the opinion leaders of the communities in which they are working. The NCCET has relatively few educators on its list, only those who are put on as a courtesy matter as NCCET's staff are working with them, or those that are added on the basis of their own request.

NCCET has a number of other publications. A small folder has just been issued which is intended especially for use at conventions and it is planned that about half a million of these will be printed and distributed. In September a large brochure about the size of Life will be published. It is directed primarily at business men. One thousand sets of the speakers' kit have already been distributed. The film, "Vision for Television," is still being rather widely used. About once each month the various publications of the civic organizations represented on the Advisory Council are using an article on educational television, and circulation of some of these publications runs up to a quarter of a million.

The discussion than turned to the problems of KTHE in Los Angeles where Mr. Mullen reported the University has agreed to keep the station

going for a year. Mr. McClung is meeting with representatives of educational organizations and plans are being worked out to operate the station with a very reduced staff and schedule. Pittsburgh is considered to be in rather serious financial trouble, and a NCCET man is spending a month there in an effort to help them. The station at Madison is operating under severe handicap in the matter of both inadequate studio facilities and staff.

The Chairman mentioned the JCET "ROUND UP" which reprints selected clippings once each month in order to give a general picture of the status of educational television throughout the country. The "Round Up" is circulated to a mailing list of 6,000 - 1,000 of which are press names. The possibility of the NCCET using this material, either as an insert or with its own imprint was discussed, and will be further explored by the staff directly involved.

Mrs. Parker reported that the Council Committee's Educational Television Newsletter which is published irregularly printed four issues last year and six are planned for the coming year. It now has a circulation of about 2,500 which includes the full Council membership and approximately a thousand names which have been secured primarily as a result of direct correspondence and request. The bulk of this list is made up of faculty and educational station personnel. The Council Committee gives as much information service by direct correspondence as it can and does not do anything that is of a strictly promotional nature, since the interest of this Committee is a continuing one, centered on development of programs of direct educational significance. A brief statement was made as to the conference which this Committee proposes to hold to assess the current status of educational

television and to interest faculty representatives from the various subject areas.

Miss Crippen distributed a list of the publications and reference materials of the JCET. The Reports series costs $3.50 to $4.00 per year per person and where duplicate copies have been requested by the same organization they are being charged $4.00 per year for the extra copies, since it is hoped to keep the mailing list of this service at approximately its present 2,500. Miss Crippen raised the question as to ways in which the JCET information could systematically be made available to the other groups. Some special attention was given to the problem of bibliographic information and it was suggested that Miss Crippen, Mr. Skornia and Mrs. Parker try to work out coordination of this service.

(Details of the JCET information service having been made available to all present in mimeograph form, they are not reported in detail here.)

Mr. Skornia reported that the NAEB Newsletter was started as a house organ for circulation to members only, but that the list has now been enlarged to 356 names and that it is no longer possible to carry information of a confidential nature. He emphasized the fact that the NAEB membership is primarily representative of educational radio and that it is his feeling that the stress on the development of educational television by the other agencies may actually be doing harm to the radio interests.

In addition to the Newsletter the NAEB publishes committee produced reports and research results such as the monitoring studies and workshop reports.

There was considerable discussion of the problem of radio versus television but it was agreed that this is primarily an NAEB problem since three of the groups are organized specifically to work in television only. Mr. Mullen stated that the NCCET will be glad to use an article on educational radio in its Newsletter if the NAEB will furnish copy.

There was discussion of the channels of information regarding educational television to the general press, and after considering the current practices of each organization and the various possible ways of cooperating it was agreed that it would be advantageous if those organizations which are financed by the Fund for Adult Education were to carry on their general press promotion through a single agency. It was therefore agreed that releases for the general press be handled by the NCCET and that those aimed specifically at educational outlets be handled by JCET. The other organizations, particularly NAEB, will continue to issue releases germane to its own organization and to its on-going organic functions. It was further agreed that the JCET and the NCCET will coordinate their mailing lists.

The matter of deadlines of the various publications was discussed and the following set forth: NCCET Newsletter, published on the 1st and 15th of each month, copy must be in hand five or six days in advance of publication date. JCET Reports, published on the 1st of each month, copy required at least five days in advance. JCET Box Score, published 15th of each month, copy required five days in advance. NAEB Newsletter published monthly, copy must be in by the 25th of the month. ACE Newsletter, publication date irregular, will notify Center in advance.

The questions suggested by Dr. Calkins as a basis for discussing educational television with foundation representatives were gone through item by item and it was agreed that the following organizations would furnish material on the questions as indicated below:

1. JCET will furnish the bulk of the information and NAEB will emphasize the radio aspects.
2. NCCET, JCET and NAEB.
3. All groups.
4. ETRC
5. ETRC and ACE
6. ACE
7. All groups, with greatest responsibility taken by the Center and NAEB.
8. All groups.
9. All groups.
10. All groups.

It was agreed that each group would have its material sent to Mrs. Parker by August 1 so that it can be immediately forwarded to the Center so that Mr. Nelson will have a chance to prepare the working paper prior to August 15th. This paper will be distributed to the various parties concerned through the ACE Committee.

During the luncheon there was discussion as to the various ways in which horizontal communication could be accomplished. While no definite procedure was adopted, it was generally agreed that wider distribution of carbon copies of pertinent materials would be very helpful, and this means of sharing information is to be tried on an experimental basis for the immediate future.

There was general agreement that it would be desirable to hold meetings of this group whenever it was geographically convenient to do so. The possibility of meeting on a day adjacent to the overall group meeting was generally considered to be worth-while, and it was suggested also that the group plan to get together in New York immediately following the NAEB convention at which all those present will be in attendance.

The meeting adjourned at 3:00 p.m.

Copied at NAEB Hqs. on August 26, 1954-cp

NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

August 30, 1954

Dr. Maurice F. Seay, Director
Division of Education
W. K. Kellogg Foundation
Battle Creek, Michigan

Dear Dr. Seay:

This will confirm our acknowledgement and appreciation following receipt from the W. K. Kellogg Foundation of your grant check in the amount of $50,500.00. I am sorry to observe that you are not in a position to provide support for some of the supplementary projects provided, and discussed with Dr. VanDuyn. However, the grateful appreciation of the NAEB to the W. K. Kellogg Foundation is in no wise reduced thereby.

Under separate cover I am sending a statement of the use to which we put the $2,049.17 which had been saved due to the inability of the Associate Director to join the organization earlier.

Once again our sincere appreciation. I look forward to the pleasure of meeting you, and hope you will let me know if you are down this way, or would like to have me drop by Battle Creek at any time.

Sincerely,

H. J. S.

Harry J. Skornia
Executive Director

HJS:wc

Copied at NAEB Hqs. on August 31, 1954.

NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

August 31, 1954

Dr. Maurice F. Seay, Director
Division of Education
W. K. Kellogg Foundation
Battle Creek, Michigan

Dear Dr. Seay:

Herewith the statement of the use to which the $2049.17, which was a balance left over from last year's grant for an NAEB Associate Director, as explained in my letter of June 4 to Mr. VanDuyn, were put.

We found that our greatest shortage was in tape and mailing expenses. This entire sum was therefore applied toward removing of the deficit incurred for these items. As will be noted from our report, mailing expenses this past year rose to over seven thousand dollars. However, the greatest expense was for tape replacement, which amounted to $7,323.06, including tape boxes and replacement reels.

We deeply appreciate the courtesy of your organization in allowing us to use these funds for this purpose as stated in Mr. VanDuyn's letter of July 29 to me. If a more detailed statement of the use of these funds is necessary, please let me know. They were included with other supplies and expenditures in the complete financial statement sent you earlier.

Sincerely,

H. J. Skornia

Harry J. Skornia
Executive Director

HJS:cp

COPY

W. K. KELLOGG FOUNDATION

BATTLE CREEK, MICHIGAN

July 29, 1954

Mr. Harry J. Skornia
Executive Director
Nat'l. Ass'n. of Educational Broadcasters
University of Illinois
Urbana, Illinois

Dear Harry:

This is to grant Foundation permission for your use of a balance of $2,049.17 as requested in your letter of June 4th. However, we would like to have as quickly as possible a statement from you as to the ways in which you expect to use these funds.

We will need at the appropriate time to have in your financial statement explanations as to the ways in which these funds were used.

Yours truly,

/s/ R.V.

Robert VanD yn

RVD/fh

Copied at NAEB Hqs. on August 31, 1954-cp

August 31, 1954

Mr. Stanley Andrews
Executive Director
National Project in
Agricultural Communications
Wells Hall - Michigan State College
East Lansing, Michigan

Dear Stan:

I appreciate your frank reply to my earlier letter to you. I do think that it would be extremely desirable if you, representatives of the ETRC and representatives of the NAEB including myself, could get together as soon as possible to help clarify the many problems of overlapping responsibilities and jurisdictions in television. I shall take this up with Dr. Harry Newburn at the earliest opportunity and see if we can propose a time and place for a meeting.

I am not sure whether or not you are aware of the fact that regular meetings are now being held in Washington for purposes of doing the same sort of thing with relation to the jurisdictions of the ACE-TV Committee, the ETRC, the JCET, the NAEB, and the NCCET. I have a feeling that the number of organizations which are interested could be considerably expanded, but at least intensive discussions are being held with these groups as a nucleus only.

Following the meeting suggested above I assume we could begin to work with representatives of our respective boards in order to lay out areas of cooperation. I am sure that considerable crossing of present lines would be advantageous. I also believe that this is the only way to maintain accurate and complete liaison among our respective organizations.

I'll let you know as soon as something specific can be worked out.

Sincerely,

Harry J. Skornia
Executive Director

HJS:we

COPY

National Project in Agricultural Communications

WELLS HALL • MICHIGAN STATE COLLEGE

EAST LANSING, MICHIGAN

July 30, 1954

Mr. Harry J. Skornia
Executive Director
National Association of
Educational Broadcasters
University of Illinois
119 Gregory Hall
Urbana, Illinois

Dear Harry:

I have pondered a little the suggestion contained in paragraph 3 of your letter of July 16 regarding an over-all communications magazine. Here is a case where I can agree with the theory that certainly one well balanced, properly financed and edited communications journal to serve all of these various segments and directions of what we call the communications business would be good. However, it would take a braver man than I to suggest it. About the best way to get into a real row is to go to suggesting to this or that organization that they should abandon their publication and join your bigger one. Everyone likes his own child the best for some reason or the other. So, I can say I think your idea is good but the possibility of putting it through is very remote in my opinion. For my part, I doubt whether it is worth the effort and money that it would require.

Now, on the other phases of your letter in which you broadly hinted perhaps active relationships between this group, NAEB and the Ann Arbor group. Frankly, I would hope that sooner or later someone comes around to a more or less rationalization of some of this business. It is going to be difficult, of course, to consolidate. I think NAEB has sooner or later got to make up its mind whether it is a producing organization, a network or a trade association. I do not see how the Ann Arbor Center can justify itself in serving a half dozen educational television stations. We here at NPAC have got to soon make a decision whether we are going to set up an agricultural television and possibly a radio tape facility to serve agriculture.

About the best that I could suggest at this particular time would be a meeting of our various boards, or at least an informal understanding between us all, that we will not duplicate each other's efforts. Thus, we would be perfectly willing to go the limit to set up a television film clip exchange and stay strictly to agriculture and to agricultural subjects.

We would be willing to undertake the production or the handling of television films and even radio tapes for educational television on broad agricultural subjects if it were the wishes of NAEB for us to do it. I have a feeling that both in television and in radio the educational stations are veering principally towards the cultural and the broad governmental and social science aspects.

I think possibly there are some areas in agriculture that might properly be developed for educational television. Some of the best film and one or two of the best radio programs I have heard anywhere have been on agricultural subjects that try to bridge the gap, or rather interpret agriculture to the consumer and city population. There is a big field here which we haven't gotten into but we may in due course.

Anyway, I would be glad to talk this over with you further at your convenience. I am in Chicago from time to time and if you could give me some indication of when you might be there perhaps we can have a session at that time.

Kindest regards,

/s/ Stanley Andrews

Stanley Andrews
Executive Director

SA/bh

CC: Mr. Robert VanDuyn
Mr. Armand Hunter

Copied at NAEB Hqs. August 31, 1954-cp

NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

To: NAEB Board of Directors

From: Skornia H. J. Sk.

Date: September 1, 1954

If you gentlemen and lady approve, I should like to distribute to the membership ahead of the Convention the following items:

1) Copy of Kellogg Report with the careful editing I shall give it to be sure that it meets the requirements of this new distribution.

2) Copy of the report, of a similar nature, which I hope to have off to the FAE by the middle of this month. This will be the most comprehensive report we have presented to the FAE.

3) The final fiscal report as sent Kellogg, however, deleting details of the salary budget of individuals, and so forth, leaving only general listings.

4) The fiscal report which we shall be providing you as of the end of the first quarter of the new fiscal year.

I would like very much to give all members so much information ahead of this next Convention that there can be no feeling that anything is being kept from them. I hope you will agree.

I also hope that you will be good enough to send Graydon and me listings of all problems which should find themselves on the agenda for the directors meeting, already announced. Harold and I are going through old directors and Convention minutes to be sure that we don't miss anything, and will have tentative listing of the problems well in advance of the final agenda.

HJS:cp

NAEB Engineering Service
14 Gregory Hall
Urbana, Illinois

To: Board

From: Skornia H. J. S.

Date: September 2, 1954

Herewith copy of recent note from Cecil Bidlack. For another excellent statement from him, of his work so far, see September Newsletter.

COPY COPY

"Having observed the duplicator operation and maintenance situation for the past two months, I feel that I should take over their maintenance from WILL. Obviously, when I am away they will have to take care of emergencies, however, I feel that if one person takes care of the machines, it will be much better than to have constantly changing maintenance personnel. I can also give them a daily check since I am on hand and this will also help to prevent troubles. I feel too, that I will have more of a personal interest in their operation and that by close attention to them at regular intervals, the overall operation will be improved.

"Since August 1, vacations at WILL have almost necessitated my taking over their maintenance. McGee has been at Allerton most of the time, and my personal feeling is that Colaw tolerates them as a necessary evil. If we could break McGee loose from his WILL duties for a few hours, he and I could move all the recording heads back to their normal positions, make a frequency and distortion run and I'd be off to a fresh start.

"On August 19 and 20, I came back in the evenings and gave both machines a good cleaning which they needed badly. I checked all tubes on the latter date. I also cleaned up the floor around the machines which was covered with pieces of adhesive tape used to stick the ends of the tape down. There were also cigarette butts on the floor with the above litter and on the day following my cleanup. Use of ash trays has since been recommended to personnel.

"I talked to Mr. Toogood in Chicago for a few minutes on August 11, and he stressed the importance of cleanliness for proper operation of the machines. If at some future date the duplicating setup is moved, the duplicators should be placed in a room separate from the room where tapes are wrapped, packed and unpacked. I believe that we should have plastic covers made for the machines, and they should be covered at night or when the room is being swept. We should also have buildings and grounds keep the window wells clean so that dust is not blown in from this source.

"The following is a list of tubes to be replaced. Those in the duplicators check low but not so low that immediate replacement is required.

John Holt Magnecorder	1-6SN7 - @	1.31
	1-12SJ7- @	1.12
New Duplicator	1-5881 - @	2.95
	1-6SL7 - @	1.48
Old Duplicator	1-6SL7 - @	1.48
	1-12AT7- @	1.62
		$ 9.96

"The following lists tubes used and recommended spares.

Tubes Used	Price	Spares	
5U4G-2	.98	2	1.96
5Y3-3	.75	2	1.50
6SL7GT-2	1.48	2	2.96
6SN7GT-1	1.31	1	1.31
6V6--7	1.90	4	7.60
6X4-1	.84	1	.84
12AT7-6	1.62	3	4.86
12AU7-3	1.34	2	2.68
12AX7-1	1.40	1	1.40
12SJ7-1	1.12	1	1.12
807-2	2.40	2	4.80
5879-5	1.75	3	5.25
5881-2	2.95	2	5.90
36			$42.18

We should also have at the minimum one spare playback head and two recording heads. Have requested quotation on these.

1- Spare Play Back	est.	15.00
2- Spare recording heads	est. 10.00	20.00

I shall also need the following items--

1-Simpson Model 260 Volt-Ohm-Milliameter	38.17
1-Ungar Soldering pencil with type 539 chisel tip (for joining belts)	1.76
1-Spring Scale-Chicago Apparatus Co. Milvay Model 40822 (for checking tension price requested)	1.50
1-Cannon Plug XL-3-11SC	2.00
6-ft. Belden mike cable #8422 @ .08	.48
2-test slips	.40
1-Bound notebook for maintenance notes	1.00

"We should also have in addition to the above:

1-D-110 Test Tape 7½ IPS	$12.50
1-D-111 Test Tape 15 IPS	17.50
1-D-500 Test Indicator	3.95
	$33.95

"WILL has a $287.00 tube checker which we can use also the audio oscillator and distortion meter "sold" to them; however, these are required only occasionally.

"With these tapes we can check - wow and flutter, head alignment, frequency response, signal to noise ratio, maximum signal level and tape speed (timing). These would be for NAEB Headquarters use only. From The Dubbings Co., 41-10 45th Street, Long Island City 4, N. Y."

/s/ C. S. B.

Cecil S. Bidlack

Copied at NAEB Hqs. on September 2, 1954-cp

NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

September 16, 1954

Dr. Harry K. Newburn, President
Educational Television and Radio Center
1610 Washtenaw
Ann Arbor, Michigan

Dear Dr. Newburn:

Herewith the official report of the NAEB Committee set up to make recommendations to you for Grants-in-aid in Radio from the $40,000 made available for this purpose.

I believe that Mr. Hudson has copies of all applications. However, if any additional materials are needed, please let us know. We have not notified either winners or non-winners; we shall do so whenever and however you desire, if such is your wish.

It is a pleasure to work with you in this cooperative project. We look forward to the many excellent programs which should result from it.

Sincerely yours,

Harry J. Skornia

Harry J. Skornia
Executive Director

HJS:cp

Enclosure

NAEB--Office of the Treasurer

September 16, 1954

Dr. Harry J. Skornia
Executive Director
N. A. E. B.
14 Gregory Hall
Urbana, Illinois

Dear Harry:

The Grants-In-Aid Committee, appointed by President Graydon Ausmus, has considered all applications for the ETRC-NAEB radio grants-in-aid for 1954-55. There were 32 applicants from 26 institutions.

The Committee recommends grants to the following institutions for the proposed series and in the amounts indicated:

1.	University of Michigan: HEROES 'ROUND THE WORLD	$6530
2.	San Bernardino Valley College, series title not indicated, but theme to be: man in an urban environment	5000
3.	Millikin University, MUSIC IN THE MAKING	775
4.	Ohio State University, OUR UNFINISHED BUSINESS	3200
5.	University of Alabama, PROJECTION INTO THE FUTURE	5350
6.	University of Texas, THE CHILD BEYOND	5400
7.	University of North Carolina, AMERICAN ADVENTURE, III	6750
8.	Lowell Institute Cooperative Broadcasting Council, THEY BENT OUR EAR: TRAVELERS TO AMERICA	6750

Alternate. Station KPFA, Pacifica Foundation, DAVID COPPERFIELD 4500

Total amount recommended for grants is $39,755.

It should be noted that the University of North Carolina, one of the recommended grantees, provides certain exceptions in connection with rights. The Committee felt that the grant probably should be made, even with these exceptions. However, after a study of technical rights and conditions by the Center, it may be decided that this grant should not be made. Therefore, the Committee has included in its list of recommendations an alternate, which could be used if, for any reason, agreement is not reached with all of those recommended.

Also, the Committee recommends that the total grant to the University of North Carolina be limited to $6750. An item of $250 was listed for capital expenditures. Likewise, the Committee recommends that the grant to Lowell be restricted to the same amount, $6750, and that the grantee be permitted to cut within the proposed budget to keep it within this amount.

The decisions of the Committee were unanimous.

In arriving at its decisions, the Committee endeavored to use the criteria agreed to by N. A. E. B. and the Center, and announced for the guidance of institutions wishing to apply for grants. The Committee arrived at certain recommendations on these matters. These suggestions for consideration will be presented in a supplemental report.

It is presumed by the Committee that you, as Executive Director, will forward these recommendations to President Harry Newburn for consideration and action.

Since this is the Committee's report and recommendations, it should be noted here that the Committee had the consultation and help of Mr. Robert B. Hudson, Program Co-Ordinator for the Center, and Harry J. Skornia, Executive Director of N. A. E. B. The decisions and recommendations are those of the Committee; however, the chairman believes these two share similar views even though they may not have been officially recorded.

Sincerely yours,

Grants-In-Aid Committee
Bernard Buck, WNYC
Marguerite Fleming, KSLH
Lucile Ruby, WLSU
Richard Vogl, WOI

Frank E. Schooley

Frank E. Schooley, WILL
Chairman

FES:cp

NAEB HEADQUARTERS
1- Gregory Hall
Urbana, Illinois

TO: All Active and Associate Members of the NAEB

FROM: H. J. Skornia

DATE: September 21, 1954

In an attempt to make the members of the NAEB the best informed membership of any association in the U.S., herewith a copy of a comprehensive report prepared for the Fund for Adult Education. This is sent you in time for careful study before the Fall Convention. We hope you will give it careful attention so that you may be as well informed as possible on the operations of the organization.

Also enclosed (for Actives only) for study in advance of the Fall Convention, are copies of complete budget reports and financial statements as prepared for the W. K. Kellogg Foundation and the NAEB Board and membership. Already sent to all Actives for voting are proposed amendments and revisions to the Constitution and By-Laws.

If, in addition to the above information, there is anything that you feel the need of in advance of the Convention, please let us know and we'll try to provide it.

A similar report was made to the W. K. Kellogg Foundation at the close of the fiscal year. Although the supply is nearly exhausted, we shall make every effort to meet requests from interested members.

enclosures

PROGRESS REPORT

TO THE

FUND FOR ADULT EDUCATION

FROM THE

NATIONAL ASSOCIATION
OF
EDUCATIONAL BROADCASTERS

SEPTEMBER 1954

URBANA, ILLINOIS

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REPORT TO THE FUND FOR ADULT EDUCATION

from the

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

I. GENERAL SUMMARY STATEMENT AND BACKGROUND

As one of the oldest professional organizations in America, started in 1925, the NAEB existed for many years as an organization in which the representatives of some twenty or thirty institutions owning and operating college stations met more or less informally together once or twice a year, whenever conferences of larger or more important groups saw them assembled. It was not a particularly strong or confident group since in virtually every bout in which real (usually commercial) competition was encountered, educational broadcasting had come out second best. The number of educational stations had already been virtually decimated, being reduced from over 200 to some 30 between the early 1920's and the early 1940's.

Most members of the small organization realized that this situation was due largely to lack of genuine organization, lack of adequate budgets, lack of status within their own organizations (which frequently meant lack of respect for the medium of radio, which was thought of and too often characterized by the salesman and the "showman" approach), and lack of representation at the national and higher educational levels.

The possibility of opening up new space in the spectrum, as FM was being considered, along with the above conditions, led to increasingly serious discussions of a recognized and reserved place in the American educational picture, and specifically in the wireless spectrum, for educational broadcasting. This, it was thought, would prevent a repetition of the earlier decimation in which education, in many areas and respects the pioneer in radio in America, lost some of the finest station channels in the United States to commercial broadcasters, and almost completely lost out in competition for clear channels which have later proved to be worth millions.

During the middle 1940's modest efforts were made by NAEB leadership to begin to hold conferences with some of the oustanding educational planners in the nation. The NAEB's confidence in its mission and task was strengthened by several factors: 1) its success and leadership in rallying support to secure specific allocations in the FM broadcast spectrum for educational use exclusively; 2) the friendliness and understanding with which its proposals and thoughts were met in the FCC as then constituted; and 3) the apparent favor with which certain foundations looked upon its plans and proposals.

In the late 1940's funds were secured for the first of what was to be a series of three Allerton House Conferences, at which broadcasters, subject-matter specialists, and social scientists particularly, met together for two-week periods, long enough to begin to hammer out communications blueprints for the future. Out of these meetings came a dream...but also broad outlines for what, it now became obvious, would require considerably greater resources than the NAEB had at its disposal, plus a permanent staff and office. Committees began to draw up plans which could be presented as requests for foundation support for the long-term problem. In succeeding months and years these plans were drafted and redrafted many times by many NAEB members.

Meanwhile, however, the work of the Association had to go on. One of the tasks which the members wished to undertake without undue delay was the starting of an exchange of programs which might be considered a sort of experimental (educational) mutual network operation. In 1950 this project was started. Tapes of We Human Beings, programs from the Lowell Institute in Boston, were distributed from WNYC in New York at first. These programs were "bicycled" from station to station. There were few resources except a box of postage stamps and a stack of tapes (both gifts), and a great deal of good will and enthusiasm. The number of programs which could be thus exchanged was small. Loss and damage were high. The nerves and tempers of both senders and recipients or intended recipients were frequently frayed.

The limits of this sort of operation were soon reached. However, a start had been made. A trial effort had proved the validity of the idea, which had been heretofore untested. Further meetings were held to refine the plan, which was developing, of what the NAEB and its member stations could do if adequate financing and a central office were available.

Out of these meetings came a five-year plan of routine procedures, plus the ideas also for special projects. During this period according to this plan, an educational network would be launched, a central office for the Association would be established, and professional, service and research activities would be inaugurated which would put educational broadcasting on its feet and on the map. The first part of this plan (funds for Headquarters and Network office and operation) found realization in the W. K. Kellogg Foundation grant of 1951, to run through June of 1956. Grants for the special projects visualized were received from the Ford Foundation and, later, the FAE.

At this stage it can safely be stated that more has been accomplished in the first three-year period of these grants than even the most ambitious and visionary NAEB Board members or consultants expected. Although accomplishments were far above those anticipated, the size and complexity of the tasks and problems which continued to develop and emerge were even more so, for wireless communications turned out to be one of the fastest-changing and fastest-developing fields in the world. However, in one respect: the ability of stations to support their own association financially (as was visualized in a schedule of fazing out Kellogg Foundation support for both Network and Headquarters operation, so that both were self-supporting or nearly so by 1956) a sobering discovery was made.

The financial resources and qualifications of those schools which became FM licensees as the new spectrum space opened up were not of the same order as those of the earlier stations, which had been used as the basis of the projection which

visualized self-support by the end of the fifth year. Too rapid a rate of dues increase ran the risk of forcing many to drop out of the Network, or even out of the Association, because of inability to secure even the extremely modest sums involved. Original plans and ambitions have had to be tempered with a recognition of realities. Success is now believed assured, and will undoubtedly be realized in this effort, but considerably more slowly than many had hoped, and with a considerably larger number of strictly financially-caused mortalities than was expected.

The cost of the struggle for channels for education in television (in which the NAEB took a leading part, a former NAEB President becoming the Executive Director of a new organization, the Joint Committee on Educational Television (JCET), which rallied educational forces and organized the campaign which ended in success) and of the services needed by prospective and actual educational TV stations, out of all proportion to their number, has also proved far higher than anticipated. A larger share of the NAEB budget than was anticipated or earmarked has had to be budgeted for television if educational television was to become a reality, and if the NAEB was to remain the central association of both TV and radio for education. Many special projects, most of them made possible by FAE grants, have also been necessary, and will continue to be needed. Fortunately much of the material needed has been able to be produced by NAEB committees. For out of the membership-based structure of the NAEB has emerged one of its greatest strengths: much of the work of this Association is actually and economically done by committees, as many of the NAEB's finest and most useful publications will reveal. If these various studies had had to be commercially contracted for, the cost would have been many millions more. And funds of this order were not available.

One of the most critical situations to develop during the last year, and briefly alluded to above, was the strong possibility that a splinter organiza-

tion for educational television only would be formed. This possibility no longer seems likely. But the toll in time and patience has been great. In recent meetings of the NAEB President and Executive Director with the Joint Committee on Educational Television (JCET), the National Citizens Committee for Educational Television (NCCET), the Educational Television and Radio Center (ETRC), and the American Council on Education (ACE) Television Committee, during the past few weeks and months, under the chairmanship of Dr. Arthur Adams of the American Council, we have been gratified to find our unique position firmly established and the NAEB recognized as the permanent and central association in educational wireless communications. For it would be a great tragedy if modestly financed and under-staffed stations were expected to support a multiplicity of organizations, all alleging to be their indispensable protectors and sponsors. All but one of the educational television stations on the air in the United States are NAEB members. And an increasing proportion of NAEB officers are television directors or television station managers.

It is now increasingly apparent that the NAEB is here to stay, with no need for it to affiliate or compromise with other groups in any way which will significantly impair its independence and freedom of action. It is now recognized as a leader instead of a follower, and the NAEB Board meetings scheduled during the next year with America's leading school superintendents, college and university presidents, and other leaders will insure that its course will increasingly be educationally responsible and carefully considered.

Through the aid granted by the FAE and other foundations, educational broadcasting has strengthened its position in the United States. "Delivery facilities" for educational materials have been greatly improved in radio and carefully planned and started in television. This strengthening and improvement have come mainly from the broader scope of activity and wider sphere of influence which FAE and other grants have made it possible for the NAEB to exert.

Since 1950 the NAEB Network, so tentatively launched, has become world-renowned. Present plans for at least one commercial network, NBC, call for careful consideration of converting from an interconnected one to a tape network for radio. This would put the NAEB at least three years ahead of commercial radio. Steady programs of workshops, seminars and scholarships have helped several hundreds of present and future educational radio and TV staff members to secure more adequate training and inspiration. NAEB scholarship certificates now hold a place of honor on the walls of the offices of many fine educators. The first real headquarters for educational broadcasting in the world is conducting itself with dignity and honor, making American educational broadcasters the best informed broadcasters in the world. A "University of the Air" (in which the NAEB provides the American representation) has been created in Europe, whereby programs are exchanged among themselves and with the NAEB by the 21-nation members.

One reason for the greatly increased productivity of NAEB committees and the NAEB Board as suggested by its growing energy and activities is that, thanks to Foundation assistance, they have been able to meet and carry on their business on a face-to-face basis. Regional meetings of members have also been possible, to develop educational radio and television locally. The first NAEB regional meeting in the history of educational broadcasting was held in Norman, Oklahoma, March 28-30, 1952. Since then such meetings have also been held in North Carolina, Michigan, and Oregon, with plans for two additional ones during the next year in the Eastern States, and at Ames, Iowa. During 1952-53, the NAEB sponsored a seminar for Public School Broadcasters, and in 1953-54 a Seminar for Writers of In-School Programs.

During the last three years, the NAEB also has increased liaison with broadcasting systems of foreign countries and with other educational organizations in

the United States. It also has administered three series of Grants-in-Aid, with funds provided by the FAE, which have produced broadcast series, both radio and television, which have further enhanced the prestige of educational broadcasting, the Network and the NAEB in general. (For details concerning the Grants-in-Aid and other FAE-sonsored projects mentioned briefly in this summary, see later sections of this report.)

Through a series of seminars, workshops and scholarships, made possible by grants from the FAE, the NAEB has carried on a continuing program for the training and upgrading of personnel in educational broadcasting. Two educational television production workshops have been held, one in 1953, and one just completed. Last year (summer 1953) the NAEB also held an Educational Television Seminar (Lincoln Lodge) and an Educational Television Station Management Seminar. In October of this year an NAEB Television Engineering Workshop is being held in the New York area. During the summer of 1954 scholarships of $150.00 each were granted to 20 persons to allow them to attend television workshops and/or regular university and college summer sessions where they might take advanced and generally intensive work in television courses.

During 1953-54, particularly, in line with the international interests, contacts and background of the new Executive Director, the NAEB established publication exchanges with foreign broadcasting systems and other educational organizations which spread the name and respect of the NAEB around the world. 1953-54 also saw the establishment, at NAEB Headquarters, of a central Educational Television and Radio Placement Service for the United States, a Station Management Consultation Service, and a new full-time TV Engineering Service. All these services are made possible by grants from the FAE. The NAEB also coordinated the selection and European missions of the American Fulbright scholars in radio and television, and began basic discussions with other government agencies to serve as the coordinating center for all such exchange-of-persons activities in wireless communications fields.

As this is written, the U. S. Information Agency's plans to distribute nearly 2,000 copies of the FAE-NAEB Jeffersonian Heritage scripts as published in book form by Beacon Press are completed. The demand for albums of this series, plus Ways of Mankind and People Under Communism, both in the U.S. and abroad, is increasing. Thanks to the efforts of our Fulbright Scholar to France, Radio-diffusion Francaise during the last year has translated and broadcast four of the Jeffersonian Heritage programs. Teachers' manuals for Ways of Mankind are now in process of discussion with interested educators both in the U.S. and abroad.

NAEB relations with such other organizations as UNESCO and the UN are also becoming increasingly close. At present it is hoped that joint NAEB-UNESCO projects now under discussion in the areas of basic research on radio and television as cultural media, and on their uses for workers' education, may materialize within the next twelve months.

Meanwhile the membership of the NAEB has increased to 243 members. During 1953-54 four Engineering Committee reports, six Television Operation Committee reports, and the first of a series of Research Committee Reports, were published. In addition to the reports mentioned above, the results of these and other committee meetings were a revised constitution, more programs auditioned by the In-School Program and the Network Acceptance Committees, increased exchange of foreign programs through the International Relations Committee, over 30,000 lines of publicity in newspapers and trade magazines, and the processing of nearly 300 applications for the 120 NAEB Scholarships, Fellowships, and Television Workshops, made possible by FAE grants, which were handled during the 12-month period from October 1953 to October 1954.

Much has been done. But much still remains to do. The NAEB's efforts to serve its membership and the cause of education, providing wise and broad leadership and essential services to educational broadcasting throughout the world,

will not be relaxed, though it will obviously have to be adapted to available funds and to the other realistic conditions which will arise and prevail in so rapidly a changing picture as is the rule in wireless communications.

The job which the very wise planners who submitted the first project plans had thought could be done in five years, it is now obvious, is a job which will consume far more time, and consume far more money and energy than was then thought. This is a tribute to the importance of the general area in which foundation support has been given, as well as to the energy of the NAEB in opening it up. If support for considerably longer than was originally considered necessary now must be sought, it is not a result of failure, but of success.

Also there have been many distractions and competing events to retard the development of that public sentiment and understanding which must exist before educational broadcasting can exist without foundation assistance. Organizations besides the NAEB have found the past three years full of energetic, uncontrollable forces, as well as distractions and surprises. It is these forces, and the need to develop understanding and controls for them, that makes the NAEB believe that its role will continue to be an increasingly essential one in both the American and the world's education and communications picture.

II. DETAILS OF OPERATION AND SERVICES

A. Adult Education "Big Four" Project

Although this brief mention does not pretend to the status of a report on the Big Four NAEB Adult Education Committee project for which Mr. Ralph Lowell handled the funds, any summary statement on FAE-NAEB relations would be incomplete if some reference thereto were not included. A complete published report on this project, as prepared by Mr. George Probst, is understood to be near completion, and will be forwarded soon.

Meanwhile the perspective which the intervening years have given on this project confirms its success as an example in revealing what educational broadcasting could do if adequate funds were available. The evaluations of some or all these series by Test Cities Discussion Groups, and by broadcasters and educators, are well known. Voices of Europe finally ran to 65 programs, ending February 13. There have been many imitations since then, and the NAEB this past year was itself able to offer a similar series: Asia Reports, financed largely by the National Committee for a Free Asia and Radio Free Asia. It was carried by 65 stations, and received many complimentary notices.

Ways of Mankind I and II have won all conceivable awards, and a total of 472 albums, including free copies for various nations unable to pay, have been distributed around the world so far, with the demand still growing. The Beacon Press edition of the scripts of the first series are now also available. The Prix Italia Jury last year was also deeply impressed by this great series.

The Jeffersonian Heritage has become perhaps the best-known set of radio or recorded programs in the world on the meaning, in understandable form, of democracy, liberalism and the American way of life. 331 albums, and 3953 books of scripts for this series have already been distributed.

People Under Communism, less widely promoted, has also recently begun to meet with wider distribution and greater understanding during the past year.

All in all, these series as an example, followed by Grants-in-aid to help develop local abilities to produce high-quality programs, are believed by us to have provided an impact on the communications structure in America which should indeed be gratifying to both the FAE and the Ford Foundation. The NAEB is proud of the role it has been privileged to have in this effort.

B. Newsletter, and Publications Exchange

During this year, as always in the past, the number of pressures from day to day deadlines and other sources on the Executive Director (and later also on the Associate Director) have been such that the Newsletter has not received the maximum or optimum attention it deserves. Nevertheless it is believed that it has been considerably improved. It now contains regular features from NAEB Fulbright Scholars abroad, and is generally improved in both its international and local values (Exhibits 1 and 2). In view of the international background and interests of the present Executive Director, as mentioned earlier, regular free exchanges of publications have been instituted with most of the nations in Western Europe, as well as Australia, and certain Eastern nations, such as Japan. In a recent Journal of the Italian Radio System, distributed in Italian, worldwide, three out of the first five lead quotations were from the NAEB Newsletter. The flow of materials in French, Italian, German, and Japanese, plus those from Australia, Canada, and Britain are increasingly informative and friendly illustrations of one of the little-known facets of NAEB Headquarters activity.

The use of NAEB materials (manuals, reports, scripts, recordings) around the world is beginning to grow, and is being encouraged in spite of the problems of language, customs and duties, and other hazards. We treasure especially highly the thank-you notes reaching us from Pakistan, Egypt and other areas in

which our materials are greatly sought after. And it is believed that in NAEB members and Newsletter readers in general there is developing a new interest in foreign programs and news of foreign countries and communications problems.

This expansion of international aspects has been carried out without neglect of local responsibilities. The largest problem, from this point of view, is still to secure significant news of NAEB activities from its scattered and busy members. This will require more time than the present staff has available to solve adequately although progress is gradually being achieved.

During the last few months several new features (reviews of books of interest to NAEB member representatives; regular personnel and placement news; and news on joint projects of the NAEB with other groups--such as the ETRC, NPAC (National Project for Agricultural Communications), and American Council for Better Broadcasts do suggest gradual, though slow, improvement in the functions and offerings of the NAEB Newsletter, with proportional increase in its distribution which now numbers slightly over 400 copies per month. (Attached as Exhibit 3 is a recent communication on a TV program proposal, which will illustrate the NAEB's overall efforts to provide all possible help in raising the level of program offerings.)

Beyond Newsletter contacts, the efforts of the Headquarters staff always to give courteous replies to all inquiries has resulted in a greatly increased load of mail from students, clubs, and other groups which we feel to be of great importance in the American System, and to the future of educational television and radio. To handle many of these inquiries, and those from the many directories and other national organizations calling upon us for information, advice and help, we devised inexpensive, simple and succinct historical statements about the NAEB (See Exhibit 4). As soon as the NAEB Constitution revision is complete (it is now being voted on by the membership) it is our hope to secure funds for the publication of NAEB brochures to tell the story

of educational broadcasting, the NAEB, the NAEB Radio Network, and the role of the foundations in this movement. Meanwhile, we attempt to provide the most complete data available, and to encourage efforts, many of which are now in graduate-student research stages, to produce an adequate history of this area to deserve publication.

C. NAEB Representation

During the past year the NAEB was invited to provide representation as the Association of educational broadcasters at a considerable number of functions, both abroad and in the U.S. In most cases, in view of the NAEB's limited travel budget, this had to be done by the NAEB representative nearest to the scene, or at the expense of individuals or organizations other than the NAEB.

Following the trip abroad of three NAEB representatives to attend the Educational Broadcasting Convention and to establish various NAEB contacts in Europe in 1952, and representation at the International University of the Air Convention in Paris, in April of 1953, Mr. Seymour Siegel, chairman of the NAEB International Relations committee was able again, principally at his own expense, to represent the NAEB at Italian and other conferences last summer. While there he also served as a judge for the world-famous Prix Italia, which provides world-wide awards for original and quality programming, and helped establish contacts and working relationships for Fulbright Scholars in England, France, and Italy. Following the audition of two NAEB entries (including Ways of Mankind) experimentally, for the first time, at the 1953 Prix Italia Conference, a new (educational program) classification was established. As the year ends, the NAEB is again participating, both as judge and entrant.

Our general representative to the Prix Italia this year is Graham Hovey, our Fulbright Scholar, who has been reappointed for a second year. His Letter From Italy is a weekly NAEB Network feature. The NAEB - U.S. Judge, for the

Prix Italia Jury for entries in the musical category, is Mr. Henry Leff, Director of Radio and Television at the City College of San Francisco, who is also studying in Europe during the next year and representing the NAEB.

During the past year, also, NAEB President Graydon Ausmus, thanks to funds from a separate ETRC-FAE grant, represented the NAEB and the U. S. at the International Conference of Music Education for Youth and Adults, in Brussels, Belgium. While in the European area, he also spent one week at the BBC, and in conferences with representatives of the French and other broadcasting organizations at a time when various conferences brought various key broadcasting people together. A brief report on his visit, as well as that of Mr. Siegel and letters from abroad by our Fulbright Scholars, have been carried in various NAEB Newsletters, where further details can be found.

Suffice it to say here that all the above trips were richly rewarding in the contacts, understandings and exchanges established. The NAEB is now looked to as representative of American radio and television in the International University of the Air organization, which it has officially joined, and in the numerous other organizations and relationships developing in both Radio and Television in a shrinking world.

In addition to the above foreign representation, the NAEB was represented as often as possible at dedications, conferences, workshops and other similar functions in the United States. The NAEB President visited new television stations, and/or assisted in their dedications, at Los Angeles, Houston and other locations, as well as making well over a score of public appearances at various conferences. The NAEB was represented by its Treasurer, Mr. Frank Schooley, at the dedication of Station WQED-TV in Pittsburgh. The Executive Director, following a whirlwind study-tour, on an FAE study grant, to visit over 30 key NAEB members in all six Regions, also represented the NAEB at various television station dedications, University President inaugurations, meetings of

the television committees and conferences of such organizations as DAVI, NPAC, the Adult Education Association, The American Association for Better Broadcasts, the Council of National Organizations, the American Association of School Administrators, the Film Council of America, etc. As the year eneded part of this Headquarters representational travel load was taken over by the Associate Director, who represented the NAEB at the recent Toledo CNO Television Workshop, Film Council Planning Committee Conferences, and others.

One of the strengths of the NAEB is revealed in the fact that probably no organization has had the amount of representation both in America and abroad that the NAEB has had, for the financial outlay incurred. The entire cost to the NAEB, for all the above, was less than three thousand dollars for the year, which reveals the advantages of the strategic locations of NAEB members, and the values of having, as NAEB representatives, various people who are members also of other professional organizations and societies.

These representational contacts (and many important examples have been omitted), together with the exchanges of publications, persons, ideas and programs, and the constant, inspired work of the International Relations Committee, illustrate what we believe are very substantial prestige gains by the NAEB during the last year. As this was being written, we have taken time out to discuss, with an Exchange of Persons representative of the State Department, what we hope will be even more significant gains during the next year as the NAEB's role in the planning of exchange programs, and the selection of specialists and scholars for such programs, is recognized and implemented.

D. Membership

At the present time (September, 1954) the NAEB has 243 members, an increase of approximately 20 per cent over one year ago when the membership totaled 202. This increased participation and interest in the activities of the NAEB speaks

well for the services that are being rendered to the membership. The current membership is made up as follows:

Active members		116
Radio	108	
Television	8	
Associate members		100
Radio	98	
Television	2	
Affiliate members		27

Two years ago the NAEB also created a special category, the Honorary Membership, so that persons deserving of special recognition might be honored. The first such membership was granted to Mr. Paul Walker, retiring Chairman of the FCC.

During the past year, the second such honor ever bestowed by the NAEB was granted to present FCC (Acting) Chairman Rosel H. Hyde, who, in his new duties, has been a great friend of educational broadcasting, and a bulwark, with other fine FCC members, against the loss of channels reserved for Educational Television. A copy of the Honorary Membership Certificate developed for this award is attached (Exhibit 5.). A recognition certificate was also presented to Mr. Ralph Lowell as a token of appreciation for the role he played in making the FAE grant - NAEB produced Big Four series such an outstanding success.

E. The NAEB Network

During the 1953-54 period the Network distributed 28,000 hours of programming to its member stations. This is an increase of 27 per cent over the 1952-53 output and an increase of 115 per cent over the 1951-52 output. Over the three-year period of its existence, the Network has distributed over 50,000 hours of programming. Network service includes programs to a general audience and a special category of programs designed especially for listening in the classroom.

These thousands of hours of programs have been distributed to 81 member stations. Last year Network membership reached 85 stations, but when the assessment fee was increased in the steps prescribed for making the NAEB as nearly self-supporting as possible, during the five-year period of the Kellogg Foundation Grant scheduled to end in 1956, the number of stations dropped to 78. Since that time the number of Network stations has slowly increased to the present membership of 81, as more educational stations have gone on the air. According to the recently completed study of the NAEB Research Committee, the NAEB now has a potential radio audience of eighty million; half the population of the United States, plus parts of Mexico and Canada, for its program services. The television audience has not yet been accurately tabulated.

In 1952 the NAEB was distributing 6 hours and 45 minutes of programming per week to 65 stations. It is now servicing 81 stations with 7 hours and 15 minutes weekly, not including a heavy load of in-school programs. This means that approximately 1,000 tapes per week are sent out from NAEB Network Headquarters. In peak periods during the past year, in fact, over 1,200 tapes a week were sometimes mailed.

The sources of Network programs are increasingly becoming our own member stations. However, a great many program series have been contributed by such agencies as the American Foundation for the Blind, UNESCO, The American Society of Friends, the Cooper Union Forum, and the Air Training Command. Some programs from the British Broadcasting Corporation have been distributed to NAEB stations, and Network Headquarters has been the traffic office, arranging for the distribution of many other BBC programs directly to member stations. One series from Radio-Italiana and ten series from the French Broadcasting System were also broadcast by NAEB stations during 1953-54. The use by the French Broadcasting System of Jeffersonian Heritage has already been referred to (page 8).

The acquisition of a second mass duplicator during this past year has made possible a considerable improvement in both quality and economy of operations. It is now possible to begin to shift emphasis from the mass service to a more individual service type of operation. The various stations, of course, find this arrangement much more satisfactory, with the result that Headquarters-station relations have greatly improved.

The Network Manager has had five meetings of the Network Acceptance Committee, the In-School Program Committee, and the In-School Program Sub-Committee. These meetings have resulted in refinement of program selection procedures and a revision of methods of program offerings and distribution.

All in all the NAEB Network is providing an essential service to the educational broadcasting stations of America, and an organization with which European stations can exchange ideas, publications, personnel, techniques, and programs. Without foundation support this Network service, which 80 per cent of all member stations list as the most essential of all services which the NAEB provides them, would never have materialized or become a model for installations in many other parts of the civilized world. (Exhibits 6 and 7 give an indication of the expanded activities of the Network).

F. Committee Activities

Committees of the NAEB continued to be increasingly active during the past year. In this section complete reports are not possible, and some omissions will undoubtedly occur. This section is, however, intended to be generally indicative of committee work in the NAEB.

All of the committees held meetings at the annual convention last October at Norman, Oklahoma. Most of them met again at Columbus, Ohio in April, and carried on committee business throughout the year by correspondence. In addition, several of the committees (Engineering, Network Acceptance, In-School) were able to have additional meetings during the year as needed for special problems.

1. ASSOCIATE MEMBERS COMMITTEE: This year, as in the past, NAEB associate members have asked to be included in the program service of the NAEB Network. The principal hindrance to this is the problem of rights and legal restrictions. However, steps have been initiated to determine the number and need of associate members for program service. If the requests warrant it, some means will be found to supply the want. (See attached letter to Richard Bell, dated April 19, 1954, Exhibit 8). The radio solution to this problem is likely to be of interest to the ETRC in its relations with commercial TV stations in the numerous areas where educational stations are not available or in some cases are not yet even planned.

A second request from this committee is that the associate members have the right to vote in the affairs of the Association. Voting privileges have so far been restricted to active members, i.e. representatives of actual stations with transmitter facilities. All reports are now in to the Constitution Committee on this request, and this problem will be voted on at or before the October, 1954, New York Convention.

2. CONSTITUTION COMMITTEE: This committee has spent a great deal of time on a re-evaluation and study of the NAEB Constitution. They have formulated changes in the Constitution which clear up ambiguities and make revisions in such matters as dues, voting privileges and procedures, the qualifications of the national officers, standards of accreditation of prospective NAEB members, etc. The chairman of this committee, James Miles, has recently submitted to the members of this committee, to NAEB Directors, and more recently to the entire membership a draft of the proposed constitutional changes which will be approved at or before the New York NAEB fall convention. As soon as this is accomplished, and subject to the availability of funds, a new brochure will be issued which will carry the new NAEB Constitution and by-laws with the most recent changes and amplifications.

3. ENGINEERING COMMITTEE: This committee has been especially active and productive during the past year. Under the leadership of Chairman Carl Menzer, Director of the State University of Iowa's Radio Station WSUI, the committee has made several valuable contributions in the name of the NAEB to educational broadcasting, particularly in television.

At the October Convention in Norman, Oklahoma, the Committee reported on the joint meeting of representatives of the NAEB, the Fund for Adult Education, and the Educational Television and Radio Center, convened to discuss policy aspects in connection with the establishment and maintenance of technical standards for kinescopes. The committee also recommended that a full-time engineer be added to the staff of NAEB Headquarters and later screened applicants and selected the NAEB Television Engineer who began his duties July 1, on FAE-granted funds.

At the Columbus, Ohio, Meeting of the NAEB Board of Directors, the committee reported that it has made periodic reviews of the engineering situation and published several reports which were distributed to all members. The following reports have so far been published:

Television Equipment, May, 1953 (Exhibit 9)
Motion Pictures and Kinescope Recording for Educational Television, Vernon Putnam, May, 1953 (Exhibit 10)
Operating Techniques for Video Recorders, Keith Ketcham and Herbert T. Krajewski, July, 1953 (Exhibit 11)
Engineering Operations Problems Based on Three Years of Operation, November, 1953 (Exhibit 12)
The Theory of Video Recording, Joseph W. Belcher, March, 1954 (Exhibit 13)
NAEB Tape Recording, Carl H. Menzer, April, 1954 (Exhibit 14)

Mr. Menzer also made a (confidential) comparative technical study of magnetic recording tapes in order to determine which would be the best and most economical for use by the NAEB Network (Exhibit 15).

4. IN-SCHOOL PROGRAM COMMITTEE: This committee has auditioned 24 proposed series and handled 231 reels of tape in the last 10 months. This will give some indication of the increasing volume of work and submissions which operation of the Network involves. The series for broadcast during the 1954-55 school year were approved and are currently being distributed. The committee is currently auditioning series for broadcast during the 1955-56 school year. These series will be announced at the fall meeting of the committee just prior to the NAEB Annual Convention.

The committee held three meetings during the year. One was a sub-committee meeting held at Urbana, Illinois, where terms and standards used for various "school" programs were clarified. At the Columbus, Ohio, meeting in April the committee issued a report of its accomplishments and a description of its purposes and aims (Exhibit 16).

The results of a survey by this committee, as reported more fully in the May, 1954 NAEB Newsletter, show that close to one million children listen to NAEB in-school radio programs every week.

Yet another survey conducted by this committee through the NAEB Network office concerned station reactions to those in-school program series thus far distributed. Each in-school station was given a complete list of these series and asked to name those which they had found unsatisfactory, those which were satisfactory, and those of which they would like to receive further programs. Furthermore, the stations were asked to list those areas in which they most needed in-school programs. The purpose of this survey was, of course, to give the committee a more solid basis for its decisions in regard to the series currently under consideration for future distribution.

5. INTERNATIONAL RELATIONS COMMITTEE: This committee has arranged this year, as in the previous year, for outstanding programs from other countries to be made available to the NAEB Network. A total of 12 series, constituting 3,547 hours and 30 minutes of Network program time were provided. Some of the series which have been provided the NAEB include the Comédie Francaise, modern French plays, dramatic programs about great French poets, writers, and composers, musical programs covering contemporary French music, the French music festivals, Italian music, and the Prix Italia first award opera, Outward Bound With Columbus.

The work of this committee has undoubtedly done a great deal to bring to listeners to these programs a better understanding of the language and culture of other countries.

Our "indebtedness" to other countries program-wise, is, however, becoming a source of some self-consciousness to the NAEB. The NAEB has been able to reciprocate with far fewer programs than have been received. The Ways of Mankind has been broadcast by the Canadian Broadcasting Corporation. A few programs of The Jeffersonian Heritage have been broadcast by the British Broadcasting Corporation. The entire series has been translated into French and four programs have been broadcast over Radiodiffusion-Télévision Française. This contribution, however, is a small item as compared to what we have received. It is hoped that funds and procedures for correcting this may be found in the near future.

Further reference to the activities of the NAEB in international relations will be found under the headings: NAEB Representation and Newsletter and Publications Exchange, earlier in this report.

6. MEMBERSHIP AND CREDENTIALS COMMITTEE: This committee has processed many membership applications from various individuals and educational institutions over the country. Since June, 1953, there has been an increase of 41 in membership. Fourteen new active members, 17 new associates, and 10 new

affiliates were approved. Several candidates were turned down for inability to qualify fully. However, as the year ended it became apparent that procedures for still closer scrutiny of potential applicants, and improved statements of standards, will be necessary. It is hoped these also will be ready for a vote at the fall convention, in connection with the constitutional revisions.

7. ORGANIZATIONAL LIAISON COMMITTEE: This committee, which, under the chairmanship of NAEB Director Allen Miller, consists of (usually non-NAEB) representatives of various national educational and communication organizations, as an informal advisory group, met April 9 in Columbus, Ohio, for a luncheon meeting with the Chairman, the NAEB President, and the NAEB Executive Director. A further meeting is called for the October Convention as the NAEB takes the leadership in calling all these groups together for a discussion of the problems of educational broadcasting and organizational functions in order, as far as possible, to eliminate duplication in the field, and to insure maximum possible coordination of educational effort. The NAEB is also cooperating with the ACE Television Committee in the planning of a "Penn State Two Years After" Conference to be held this fall or winter. After basic discussion among all concerned, it was concluded that the American Council on Education, under the leadership of Dr. Arthur Adams, was the best possible organization to undertake this project, having also handled the first such conference.

Among the groups represented on the NAEB Liaison Committee are the national commercial networks, the Joint Committee on Educational Television (JCET), the Speech Association of America (SAA), the American Council on Education (ACE), the American Educational Theatre Association (AETA), the Educational Television and Radio Center (ETRC), the National Citizens Committee for Educational Television (NCCET), the Council of National Organizations (CNO), the Adult Education Association(AEA), the National Association for Better Radio and Television (NAFBRAT), the Department of Audio-Visual Instruction (DAVI), the U. S. Office

of Education, the National Project in Agricultural Communications (NPAC), the Association for Education by Radio-Television (AERT), the University Film Producers Association (UFPA), and the Southern Regional Education Board (SREB).

8. PROFESSIONAL ADVANCEMENT COMMITTEE: This committee's purpose is to help plan the improvement of professional training: i.e. curricular offerings and instructional programs in radio and television at colleges and universities. It is working on the setting up of general qualifications for educational radio and television personnel and also campaigning on behalf of the granting of proper credit or reimbursement to faculty participants on programs.

9. PUBLICATIONS COMMITTEE: This committee has been working out procedures to assist the NAEB Headquarters staff in the editorial preparation of the many reports and studies that have been prepared during the year, but not released, because of shortage of editorial staff and budget stringencies. It is currently working on a report of the Region VI Conference which should be available in the near future.

10. PUBLIC RELATIONS COMMITTEE: Under the leadership of Chairman Seymour N. Siegel, this committee has obtained over 30,000 lines of publicity for the NAEB during the past year. Stories on the NAEB have appeared in the New York Times, Variety, Billboard, The Saturday Review, the European Broadcasting Union Bulletin, the RAI (Italian) Weekly, and various ABC (Australian), BBC and CBC publications, not to mention numerous domestic newspapers which have picked up the stories from the wire services. Special releases were issued on such FAE-grant items as the Grants-in-Aid, the NAEB-FAE workshops and scholarships, seminars, the Placement and Engineering Services, the last Television Monitoring Study, and others, such stories generally being released from the New York area for maximum coverage.

11. RADIO NETWORK ACCEPTANCE COMMITTEE: During the past year this committee has auditioned 80 series of programs for possible use over the NAEB Network. This is of course beyond the work of the In-School Program Committee whose activities, as outlined above, it does not duplicate. This means that approximately 800 reels of tape have gone out from Network Headquarters to the members of the committee for auditioning only. During the past year, the committee has approved 43 of these proposed series and several special programs for the Network.

The work of this committee also includes acknowledgement of audition series sent. In a new function exercised through the Network Manager, constructive criticism of all series submitted is passed on to the submitting institution for the improvement of future series. This has undoubtedly been one of the hardest-working and most conscientious of all NAEB committees.

12. RADIO PROGRAM PLANNING COMMITTEE: At their August 21-22, 1953, meeting in Washington, D. C., this committee discussed several prospective series to be produced by the NAEB alone or in cooperation with other agencies. Some film series were also discussed. Since that time general liaison has been maintained between this committee, Headquarters, and the Acceptance Committee, in order to achieve more coordinated offerings on the NAEB Network. This committee is essentially a long-term planning group.

13. RESEARCH COMMITTEE: This committee conducted a survey of pay scales in educational stations and prepared a report based on the findings (Exhibit 17). Coverage maps (Exhibit 18) have been prepared and distributed. These maps show the extent to which educational radio stations blanket a great portion of the country. Similar maps are planned for television. Notable already is the extent to which successful educational television stations seem to be clustering in areas originally "opened up" by educational radio: the Mid-

west particularly. A survey has been made to determine the potential population coverage of NAEB member stations (See Exhibit 19). An Interviewer Manual (Research Committee Report #1; Exhibit 20) was recently distributed to all members. The committee is currently engaged in an inventory of the "manpower" consultant resources of educational broadcasting, the impact of the NAEB Network, and other significant projects beyond the coordination of the policy behind such studies as the Television Monitoring Studies. It is hoped that the results of the first of these studies will enable the NAEB to provide members with a list of experts in the various fields of broadcasting whom they can call upon for advice and consultation as needed, at less cost than most consultation services involve. This will be on a regional basis, so that the best expert in each field will be readily available for consultation without a great deal of travel and expense being involved. The need for a study of the NAEB Radio Network's program and cultural impact over the past three years, also in progress, is equally essential. There is some likelihood that a cooperative project with UNESCO may grow out of this study.

14. TELEVISION OPERATIONS COMMITTEE: This committee conducted a series of six studies into educational television organizations and activities on the part of member institutions. These studies were combined into a report (attached as Exhibit 21) which was distributed to all groups planning educational television stations. This report has been rather heavily borrowed from by other organizations, as a tribute to its excellence and usefulness.

15. IN-SCHOOL SEMINAR AND WORKSHOP AND SCHOLARSHIP PLANNING COMMITTEES: These two committees have recently screened applicants, respectively, for the NAEB In-School Writers' Seminar and applicants for the NAEB Summer Session Scholarships and the NAEB Second Television Production Workshop. Applicants for the NAEB Television Engineers' Workshop in New York have been screened

by the NAEB Engineering Committee. These procedures are designed to insure the fairest possible treatment in the selection of recipients of all sorts of grants and awards which the NAEB is privileged to handle. (More detailed information regarding these scholarships and workshops may be found elsewhere in this report.)

16. ADVISORY COMMITTEE TO THE PRESIDENT OF THE ETRC:

This Committee, serving to provide advice as requested from delegated representatives of the NAEB, has met twice during the past year with President Harry Newburn. The excellent working team being forged by the cooperative efforts of the two organizations are a tribute to the integrity, understanding and sincerity of all the persons and ideas involved.

G. Staff: Headquarters and Network

During the summer and fall of 1953 the personnel of the entire Headquarters staff changed, and all except two persons on the Network Staff (John Holt and Rosaline Biason) also changed. This period was a difficult one for the new Executive Director. However, the unstinting and patient efforts of Ex-Executive Directors Frank E. Schooley and James S. Miles could always be counted on, and are herewith acknowledged with deep appreciation. Evidences of discontinuity were to be found, as will always be the case in organizations operating on limited budgets and limited salary scales within the framework of an educational institution. However, in most cases they were of minor nature, and were able to be discounted as the year progressed.

At year's end the staff had settled into a hard-working, devoted team, strengthened in February by the addition of Harold E. Hill as Associate Director, to assist the Executive Director in the growing number of projects for which NAEB Headquarters is responsible, in addition to the Network. The budget was further relieved by the teaching of one graduate course at Illinois by the

Executive Director, which made him in effect revenue-producing for the NAEB, since none of this sum (approximately $1,350.00) was retained by him personally (being reimbursed to the NAEB).

As the year ended, the paid staff at work, following several further changes since last summer, was as follows:

Headquarters:

Harry J. Skornia, Executive Director
Harold E. Hill, Associate Director
*Cecil S. Bidlack, Television Engineer
*Don Walker, Placement Service
Winifred Coatney, Secretary
*Cathryn Polanka, Engineering Secretary
Joanne Youngquist, Clerk-Typist

Network:

John Holt, Network Manager
Rosaline Biason, Network Traffic Manager
Glenn Blackburn, Duplicating and Shipping Supervisor
Diane Aronovsky, Duplicator Operator
Christa R. Schneider, Duplicator Operator

On a Regular Consultant or Retainer Basis:

*M. S. Novik, Management-Labor Consultant
Cohn and Marks, Washington Attorneys

H. Budget and Detail Work

As we entered the fall season of 1953, various details, which the pressure of immediate problems had caused to be postponed, were finally undertaken. Attractive NAEB Fellow Certificates (See Exhibit 22) were designed and distributed to those persons who had been selected for the various conferences and seminars held by the NAEB during past years. Business cards for the NAEB officers and wallet-size membership cards for NAEB affiliate members (See Exhibit 23) were designed and printed. Careful investigation of the new postal rates, with design of proper labels and shipping cartons and procedures to result in maximum economy, as well as simplification of mailing procedures in general, were instituted.

* From FAE funds

A system of monthly account checking and posting was instituted, together with quarterly fiscal reports to the Board of Directors. In this connection the business training of the new Associate Director was of inestimable value. The phone arrangement was simplified for greater efficiency and economy; rewiring of the Headquarters Office space eliminated the need for the numerous and sometimes dangerous extension cords. Improved shelving and filing and storage systems were added. All conditions were developed, as far as possible within the space available, to make for more desirable and more efficient working conditions.

III. SERVICES MADE POSSIBLE BY FAE GRANTS

A. TV Engineering Service

An NAEB Television Engineer, with supporting secretary and expenses, assumed his duties July 1, 1954 to provide the critically needed help which educational stations, which are usually technically understaffed, so often need but can't afford, particularly as they move into the new area of television.

The report of this project to date is herewith presented in two sections as follows:

GENERAL STATEMENT:

The Television Engineering Service of the National Association of Educational Broadcasters was inaugurated on July 1 when Cecil S. Bidlack reported at NAEB Headquarters and became its first Television Engineer. This position is wholly supported by FAE.

Mr. Bidlack has been a member of the radio engineering staff (WTAM) and a technical director on the television engineering staff (WNBK) of the National Broadcasting Company in Cleveland. He has been actively engaged in television work since May of 1948 when he went to NBC in New York for television training. In New York he participated in studio and field television operations including the 1948 political conventions in Philadelphia.

He is not new in the educational broadcasting field, having been Technical Supervisor of WOSU, the Ohio State University station, for eleven years prior to moving to Cleveland in 1938. He graduated with an Electrical Engineering degree from Ohio State University. He is married, and has two sons. He has already purchased a home in Champaign, in order to insure having a settled approach to the new position and service.

One of Mr. Bidlack's first functions was a trip to the New York area to complete arrangements for the NAEB Television Engineering Workshop to be held October 19-27 inclusive. This involved personal contacts with

representatives of the Radio Corporation of America in Camden, New Jersey; General Precision Laboratory, Incorporated in Pleasantville, New York; the Allen B. DuMont Laboratories, Incorporated in Clifton, New Jersey; the National Broadcasting Company and the Columbia Broadcasting System in New York City. These companies are cooperating fully in the program of the workshop which will give those attending the latest technical information on the theory, operation, and maintenance of television equipment, as well as providing the opportunity to meet and work with fellow engineers in educational television. This exchange of ideas, and the discussion of individual problems encountered with their solutions, should be a very valuable part of the workshop program. The workshop will overlap the NAEB Convention by one day and permit workshop students to meet Officers and Directors of NAEB as well as giving them the opportunity, seldom offered, to attend the Convention at small cost to themselves or the institution they represent. We have had many comments to the effect "that it is about time something was being done for the engineers."

The program of the workshop has been included in Exhibit 24 of this report, together with a list of the successful candidates selected by the NAEB Engineering Committee.

While on this trip east, Mr. Bidlack visited WGBH and the upcoming WBGH-TV in Boston. He went over studio plans in detail with Hartford Gunn, Jr., Assistant Manager for Operations, who reports that a number of Mr. Bidlack's suggestions were passed on to the architects for WGBH-TV. On the return trip he made a stopover in Pittsburgh to observe the operation of WQED, see their facilities and give whatever advice was requested.

On August 11, the NAEB-TV Engineer met with Mr. Carl Menzer, Chairman of the NAEB Engineering Committee, at Iowa City to make final selections of applicants for the TV Engineering Workshop. On the following day, Mr. Bidlack

accompanied Mr. Menzer, at his request, to a meeting of a sub-committee of the Iowa Joint Committee for Educational Television which was working out a "minimum package" for educational television in Iowa. On this trip he inspected the facilities of WSUI; the State University of Iowa closed circuit television studio at Iowa City; WOI-TV and WOI at Ames, Iowa; and the facilities of WHA-TV and WHA in Madison, Wisconsin. On August 27, Mr. Bidlack appeared on the program of the NAEB Production Workshop at East Lansing. His topic was "What the Educational Producer Should Know About Television Engineering". He also visited WKAR-TV and WKAR in East Lansing, and WCET in Cincinnati to observe operation and see their facilities, and stopped in Columbus for a conference with R. C. Higgy regarding WOSU-TV facilities. WOSU-TV has requested Bidlack's services for staff training when it is ready to go on the air late this fall.

Requests for information on film scanning equipment from the University of Alabama, and for data on studio switching systems from WKAR-TV at Michigan State College have been received and information supplied. However, since considerable time is required to build up engineering reference material of this nature, better handling of such requests will be possible as time goes on.

In addition to his duties as NAEB Television Engineer, Mr. Bidlack has taken over supervision of the technical problems of the NAEB Tape Network. It is believed that a small amount of time spent in supervision of the operation and maintenance of the Multitape Duplicators, will be highly effective in keeping the technical standards of the tape network on a high plane.

The above will give some idea of the scope of the Engineering Service to date. Data is being compiled on technical facilities of existing educational television stations as the NAEB Television Engineer visits the operating stations and observes their operation. A tentative form for this data is included as Exhibit 25 . These visits also give Mr. Bidlack ideas and suggestions

on how the Engineering Service can be of help to educational television generally. The Engineering Workshop should also be helpful in planning how to be of further service.

Mr. Bidlack has plans to conduct a survey of engineering department salaries, working conditions, etc. of member stations. He has begun a column in the NAEB monthly Newsletter: "Technical Tips" in which he hopes to provide technical information which will be useful to educational television station engineers. After observing a few stations in operation, he has plans for some articles on station operation which should be of help in improving operation and picture quality.

Secretarial duties of the Engineering Service are very capably handled by Miss Cathryn Polanka, who graduated with a B.S. in Education and with a major in commerce from Southern Illinois University at Carbondale, Illinois in June, 1953. She was a secretary in the Registrar's Office at Southern Illinois University and taught commercial subjects at Mt. Pulaski High School last year before coming to the NAEB.

FISCAL STATEMENT:

Of the $30,000.00 made available for the first year's operation of the Television Engineering Service, the expenses indicated below had been incurred as of September 1, 1954:

Salaries.....	$2,857.28
Office Supplies and Expense..	713.57
Travel.....	508.57
Equipment.....	767.08
Total.....	$4,846.50

B. Placement Service

On May 1, 1954, an educational television and radio placement, personnel and job analysis and classification office was established, the NCCET, JCET, ETRC, and all other organizations concerned having agreed that this is one of the many services which the NAEB is the natural organization to carry out.

Herewith, in two parts, a statement of the activities of this office to date:

GENERAL STATEMENT:

The National Association of Educational Broadcasters Educational Television and Radio Placement Service, a free service, was made possible by a grant from the Fund for Adult Education. Don Walker, formerly assistant office supervisor of the University of Illinois Health Service was named to direct the activities of this newly created function of the National Association of Educational Broadcasters.

The Placement Service is located in 14 Gregory Hall, Urbana, Illinois, where the national headquarters for the National Association of Educational Broadcasters are quartered.

On March 26 in the letter of transmittal for the grant, Martha C. Howard, Assistant to the President of the Fund for Adult Education, stated, "This service by the Association will be made generally known both among its member stations and others, and inquiries from all sources, whether National Association of Educational Broadcasters members or not, concerning personnel will be given full attention."

When the Placement Service first started, NAEB asked the National Citizens Committee for Educational Television and the Joint Committee for Educational Television if they would send NAEB their job applicant files. These were received. All former applicants who had advertised in the NAEB Newsletter, all applicants registered with the National Association of Educational Broad-

casters, National Citizens Committee on Educational Television, and the Joint Committee on Educational Television were written to introduce the new service and to find out if they were still looking for new positions. The response was gratifying. Approximately 200 persons submitted letters of application. Meanwhile our member stations were circularized with a statement that we were officially opened and that we would be glad to be of service at the first possible opportunity.

Applications started coming in at a rapid rate from the very beginning. Producer-director applicants are in the majority, while technical applicants such as video operators, engineers, etc. are lacking. The educational broadcasting stations which have positions open are slowly but surely coming to the National Association of Educational Broadcasters Placement Service for personnel needs.

Applications range from men and women with a great deal of education and experience to the novice just out of trade school or college with very little if any experience. Some of them ask advice on how to apply, where to attend school, what the salary ranges are and what part of the country is the most receptive to educational broadcasting.

In the beginning, the applicants were asked to submit a data sheet so that the Placement Service could have information about them in its main file. Later, after analysis of the data sheets submitted, a trip to various Chicago employment agencies was made by Mr. Walker. With the information received from the data sheets, the Chicago trip, and facilities of the University of Illinois Library, Mr. Walker devised a set of permanent forms for the Placement Service.

Although the final results of these forms are yet to be tabulated, there seems to be a minimum of errors. Small "bugs" as are found in new model cars or airplanes have been found, but in general, the forms are standing up well.

Some educational stations have asked the Placement Service about job classifications, analysis, duties, wages, etc. All these questions from both prospective employers and employees have had to be answered rather vaguely so far. The future of the Educational Television and Radio Placement Service seems bright; and it is traveling in the right direction from all indications, but there still is not enough experience behind this type of agency to justify any definite answers. The Placement Service has not been "in business" long enough to gather significant statistics.

At the present time, there are approximately 350 persons, looking for new positions in educational broadcasting, listed with the new NAEB Placement Service. It is difficult to say how many persons have so far been placed in educational broadcasting through us. Although attempts have been made to keep track of the positions filled through Placement Service, the results of our placement sometimes do not reach our office until the position has been filled for several weeks. Forms have been devised to take care of this need, but it will still be several months before we will be able to count upon full cooperation from all stations and applicants to report to us the outcome and details concerning their employment.

The Placement Service has on file many letters congratulating and sincerely commending the Fund for Adult Education and the National Association of Educational Broadcasters for instituting a Placement Service which has consolidated the placement and personnel classification functions which were handled formerly by a variety of organizations. Morale among the applicants is beginning to be better because instead of having to file in many locations, and checking with various agencies, and stations, they can accomplish the same means by filling out the Placement Service's forms.

Even though the NAEB Placement Service keeps on file all the confidential information required by prospective employers, NCCET and JCET are being sent what the Placement Service calls "quick files". These consist of 3" x 5" duplicates which list the job applicant's name, type of position wanted, location desired, and the minimum salary acceptable.

Within the next two weeks, the first of a series of confidential questionnaires will be sent to the member stations of the National Association of Educational Broadcasters. These forms will be devised so that information concerning job classifications, salaries, duties, etc., can be compiled, and published in some form. These forms, like others we have sent during the summer season, should bring results which can be tabulated during the latter part of November.

Placement Service forms are attached as Exhibit 26.

FISCAL STATEMENT:

Of the $7,000.00 made available for the first year's operation of the Placement Service the expenses indicated below had been incurred as of September 1, 1954:

Salaries	$1,560.00
Office Supplies and Expense	345.44
Travel	25.00
Equipment	600.85
Printing of Placement Forms	970.80
Total	$3,502.09

C. Management Consultant Service

The NAEB has for some years had legal counsel in Washington, so far unpaid, because of a shortage of funds, although a modest fee is to be paid them this year by action of the Board of Directors. It now has a Management Consultant whose services are available without charge to member stations.

During the past year, when questions regarding union, clearance and other management problems began to come in to our various organizations, discussions were held to determine who might best handle this service. The responsibility having been determined to be within the general framework of association-type functions, of the sort generally performed by the NAEB, the FAE generously made a grant for this purpose. Mr. M. S. Novik, well-known New York Radio-Television Consultant, with close and friendly contacts with most unions, to many of whom he has served as Consultant, was secured for this purpose. Herewith, the report of the operation of this service, which is available without charge to new and prospective educational stations, the ETRC, JCET, and NCCET, as well as to NAEB member stations. (This pattern applies equally to the Placement and Engineering Services, above.)

GENERAL STATEMENT:

As became obvious in sometimes heated discussions with various television station and Television Department directors concerned, this area is extremely sensitive. Many operations, particularly in certain areas of the South, have no union problems, and were fearful that the NAEB's concern, and the securing of Mr. Novik's services, might cause various unions to move into an area which they had heretofore not concerned themselves with. The long experience and skill of Mr. Novik seem now to have convinced most or all of them that this would not occur, and it definitely hasn't.

However, on one point Mr. Novik at the outset pointed out what he thought was unwise procedure in various areas where fund drives and community committees

and organizations were being set up. In some, labor was not represented at all. In most, labor was not adequately represented to give it generally a proprietary interest so that unions would speak for these television stations, as a part of them, rather than as outsiders coming to the station as the source of funds or benefits. In our opinion the prompt steps taken in most communities to correct this situation, once it was adequately explained by Mr. Novik, are the most significant results of his work so far.

Another achievement, second only to the above, was securing recognition of educational television's need for a special status, quite different from that of commercial television. This recognition had to be achieved promptly at the national level in time for this national philosophy to help take the pressure off in local areas like St. Louis, where local chapters of the IBEW and IATSE particularly appeared likely to insist on conditions which

1) would seriously cripple the educational or community television station financially, and

2) might set a dangerous precedent nationally.

The fact that this recognition was achieved, and was brought about soon enough to secure far more advantageous contracts in St. Louis than it was at first feared, is extremely gratifying. Quoting from Mr. Novik's report on the St. Louis situation:

"It seemed to me that the best way to solve the St. Louis problem was to try to get recognition on a national level by IBEW and IATSE of the special consideration due non-commercial, educational television stations. After many private discussions the national leadership of IBEW and IATSE formally adopted that policy, with local contracts to be negotiated on the local level. That, it seemed to me, accomplished the overall objective we were seeking and gave the protection that some of the local groups wanted."

Commenting on the outcome in the St. Louis situation, Mr. Richard Goggin, on August 12, 1954 wrote:

"I am sure that you received a copy of the IBEW contract I sent to you. We did not settle on a specified number of people in each salary bracket, but we do have in the contract, as you know, a sliding salary scale based on experience, and the top salary figure is appreciably below the minimum in town...."

In addition to St Louis, Mr. Novik's assistance was provided, by telephone and/or correspondence, in San Francisco, Los Angeles, Pittsburgh and Houston. Advice and guidance have also been provided informally to others, principally but not solely NAEB members, who have asked for background and guidance in this area.

It will be noted that Mr. Novik's services have not been generally requested by university-owned or affiliated stations. In this area he and the NAEB have (it appears successfully) assumed continuance into TV of the extremely friendly working arrangements and understandings developed by the NAEB and its members with the AFM and AFTRA as well as the technical unions. It was because of this general situation that the fears expressed at the outset, lest a problem be created where none had existed, came mostly from University representatives in less heavily unionized areas than St. Louis, Pittsburgh, Los Angeles, San Francisco, or Chicago. It is also the reason why no press release was issued announcing Mr. Novik's new duties: it was felt that to do so would be likely to create a stir, or attract interest and attentions which would be undesirable.

In his report on his discussions with Mr. Kenneth Yourd, of the ETRC, with which we have asked that he keep in close touch to insure careful coordination of effort, Mr. Novik states:

"His (i.e. Mr. Yourd's, for the ETRC) immediate problems are 1) to get permission from AFTRA to repeat some of the programs on the stations, and

2) to get a substantial reduction in the rates charged for performances. The goal is to get AFTRA on a national level to give special consideration to non-commercial, educational television stations.

"The only other craft to be covered would be the musicians. It seems to me that in the coming months we must try to evolve a national policy with the American Federation of Musicians. I am hopeful that they, too, will follow in the footsteps of IBEW and IATSE."

(Parenthetically, the present stage of negotiations seems to indicate less willingness than we had hoped on the part of certain unions to grant to the ETRC the concessions accorded NAEB and NAEB members, whose impoverishment and miniscule budgets have had over a quarter of a century to attain recognition. It is our hope that, with coordinated efforts, equally or nearly equally favorable operating conditions may be attained for the ETRC).

In conclusion, Mr. Novik's problem has been to help those in trouble without in any way endangering the status of those now enjoying security, immunity or most-favored status, and to prevent the development of any false impressions which would lead any unions, at any level, to believe that either the ETRC, the NAEB or member stations are now or will in the future be so prosperous that they will not need all possible union concessions, cooperation and understanding.

FISCAL STATEMENT:

Of the $7,000.00 made available for one year's operation of the Management Consultant Service the expenses indicated below had been incurred as of September 20, 1954:

Consultant fees for Mr. Novik.....	$1,250.00
Office expense.....	39.98
Travel.....	210.99
Total	$1,500.97

2) to get a substantial reduction in the rates charged for performances. The goal is to get AFTRA on a national level to give special consideration to non-commercial, educational television stations.

"The only other craft to be covered would be the musicians. It seems to me that in the coming months we must try to evolve a national policy with the American Federation of Musicians. I am hopeful that they, too, will follow in the footsteps of IBEW and IATSE."

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Consultant fees for Mr. Novik.....	$1,250.00
Office expense.....	39.98
Travel.....	210.99
Total	$1,500.97

D. Workshops, Seminars, Scholarships

1. NAEB EDUCATIONAL TELEVISION SEMINAR (LINCOLN LODGE) - During the week of June 21-27, 1953, 45 educational broadcasters met at the University of Wisconsin to "clarify and appraise the contribution that educational television stations can make to the service of the American people".....Three general subject areas were considered by the seminar: 1) the role of educational television stations; 2) the nature and needs of the television audience; and 3) the resources from which educational television programs may be developed to meet these needs. (For the published report of this seminar, see Exhibit 27.)

2. THE FIRST NAEB EDUCATIONAL TELEVISION PRODUCTION WORKSHOP - This workshop was held at the University of Illinois, August 29 to September 19, 1953, for men and women who were, or soon would be, responsible for producing and directing educational television programs, whether over the facilities of television stations owned and operated by educational institutions, over the facilities of co-operating commercial stations, or on kinescope recordings. Seventeen "students" attended this concentrated three-week workshop conducted by Mr. Rudy Bretz, television consultant, and Professor Edward Stasheff, University of Michigan. (The published report of this workshop is attached as Exhibit 28.)

3. NAEB EDUCATIONAL TELEVISION STATION MANAGEMENT SEMINAR - This seminar, attended by 19 persons from the management level of stations operating or planning to operate television facilities, was held at Iowa State College, August 30 to September 5, 1953. A report on this seminar, in dittoed form, was provided earlier by Richard B. Hull.

4. NAEB SCHOLARSHIPS - During the summer of 1954, thanks to a grant from the FAE, the NAEB was able to administer scholarship grants of $150.00 to each of 20 men and women engaged in educational broadcasting to allow them to

attend television workshops and/or regular university and college summer sessions where they might take advanced work in television courses. (The list of winners of these scholarships together with the announcement for these scholarships and the two workshops described below, is attached as Exhibit 29.)

Although the final reports of all scholars are not yet in, the list (in Exhibit 29) of those candidates approved (from the 24 applicants) for this study, together with the institutions they elected to attend, will indicate wide distribution. Asterisks indicate those from whom final reports are already available. Of the $6,300.00 granted for this purpose, a total of $3,036.51* was expended. It is our hope, as will be taken up later in separate memoranda, that this balance may be made available for carry-over to next year so that plans can be formulated and announcements issued in time to provide for better-organized handling than was this year possible. These delays were in no wise the fault of the FAE, whose promptness, counsel and understanding, particularly in this project, are most gratefully acknowledged.

5. SECOND NAEB EDUCATIONAL TELEVISION PRODUCTION WORKSHOP - Twenty-six men and women responsible for the production and direction of educational television programs attended this second production workshop, held August 23 to September 10, 1954, at Michigan State College, and conducted by Mr. Bretz and Professor Stasheff. The report of this workshop is in preparation and will be forwarded separately upon completion. (A workshop schedule and roster of participants is attached as Exhibit 30.) (The final financial report will not be available until final bills are in.)

6. NAEB EDUCATIONAL TELEVISION ENGINEERING WORKSHOP - This workshop is being held in the New York area, October 19-27, 1954. Twenty-six engineers from stations operating or planning educational television facilities will attend this workshop, which will include tours of RCA, GPL, DuMont, NBC, and CBS plants and facilities. (See Exhibit 24 earlier referred to.)

*Of the 20 scholars ($3,000.00) one returned an unexpended $31.23. NAEB administrative expenses so far have totalled only $67.74.

E. Grants-in-Aid

For three years the NAEB, with funds provided by the Fund for Adult Education (for the last two years through the ETRC), has been making Grants-in-Aid to educational radio and television stations to enable them to produce outstanding content-oriented programs. These programs are subsequently carried on educational stations throughout the country through the facilities of the NAEB Network and the ETRC. During the first two years (1952-53 and 1953-54) a total of $67,300.00* was granted to 15 radio stations for programs totalling 84 hours and 30 minutes of program time. (In addition, there are still several series of programs to be submitted by the University of Chicago for consideration by the Network Acceptance Committee.) The grants for television programs totalled $87,500.00* for the same period. Television grants were made to 12 institutions for a total of 82 hours and 15 minutes of programming. The radio programs resulting from the 1952-53 grants have been carried by an average of 67 stations on the NAEB Network. Most of the programs from the 1953-54 grants are now being processed by the Network Acceptance Committee, and a report will not be available until later. (More complete information about the individual grants may be found in Exhibit 31.) (The applications for 1954-55 grants-in-aid, which will be in radio only, the ETRC now handling television grants directly, have been processed by a special NAEB committee and the list of grantees, together with a copy of the Grants-in-Aid Announcement, may be found in Exhibit 32.)

*These two sums, plus the $5,200.00 NAEB expense of administration, give the $160,000.00 total granted originally from FAE funds for this period.

The number of applications for Grants-in-Aid over the three-year period is broken down in the table below:

1952-53:	
Radio	36
Television	21
Radio and Television Combined	7
Total	64
1953-54:	
Radio	18
Television	17
Total	35
1954-55:	
Radio only	32

In addition to the above regular grants-in-aid, the NAEB in 1953 took over for the FAE, at the latter's request, administration of a program grant of $30,000.00 to KPFA, the Pacifica Foundation. The status of programs secured under this grant, for 45-50 hours of programs for the NAEB Network, is indicated in Exhibit 33. It now appears that this project may be satisfactorily completed in spite of the many crises and delays which have beset it.

The principle behind the grant-in-aid as an incentive to self-help for the development of indigenous resources across America can not be over-emphasized. Some of the grants have admittedly not resulted in usable materials. But in most cases the incentive and momentum provided, and the value to educational broadcasting of the products, have more than justified this type of grant.

F. Television Monitoring Studies:

Since January, 1951, the NAEB has conducted seven television monitoring studies, designed to show program content on commercial television stations. The following studies have so far been conducted. (Person(s) conducting the study and preparing the report are shown in parentheses):

#1 - New York Television - January 4-10, 1951 (Dallas W. Smythe)

#2 - Los Angeles Television - May 23-29, 1951 (Dallas W. Smythe and Angus Campbell)

#3 - Chicago Summer Television - July 30-August 5, 1951 (Donald Horton, Hans O. Mauksch and Kurt Lang)

#4 - New York Television - January 4-10, 1952 (Dallas W. Smythe)

*#5 - New Haven Television - May 15-21, 1952 (Dallas W. Smythe)

#6 - Three Years of New York Television - January 4-10, 1951; 1952; and 1953 compared (Dallas W. Smythe)

#7 - Four Years of New York Television - January 4-10, 1951; 1952; 1953; and January 25-31, 1954 compared (Purdue Opinion Panel: Dr. H. H. Remmers)

Reports of these studies are attached as Exhibits 34 through 39.

Demand for these studies for media research projects throughout the world attests to their unique value as the only consistent benchmark record of the evolution of television programming in America from its beginning through the present day.

* Not an FAE Grant Project

IV. CONCLUSION

No one who is not in close contact with the day-to-day activities of the NAEB Headquarters and Network Office, where committee reports, requests for information and advice, complaints and occasional words of praise converge, can realize the variety, scope or significance of the operation which foundation aid largely has enabled the NAEB to launch on the American Communications scene. Perhaps the principal problems are the multiplicity of daily deadlines which make interruptions sometimes extremely important, together with problems of inadequate space and staff, as judged by usual standards. For the NAEB central office is a combination of an editing, drafting, reporting and writing center, as well as of the operational type of service, with its hundreds of rush telegrams, emergency phone calls and other deadline crises of the type radio and television know so well. These pressures make difficult the reflection, adequate reporting and liaison, and long-term planning which should be available.

Nevertheless, as the 1953-54 fiscal year ended, the functions of the NAEB began to become increasingly sharply defined. (See "Policy Statement Draft," attached as Exhibit 40 and Comments of the NAEB on Policy Questions of Robert Calkins, Exhibit 41.) This increased clarification was being gradually achieved in the service areas referred to above. The NAEB is now indisputably the recognized professional or "trade" association in educational radio and television. It is only in certain peripheral regions that the situation is not yet clarified, and with the steps being taken month by month even these areas are becoming more clearly defined---as sharply defined as the pressures of the times make possible, in any case.

Although no one can predict with certainty (as retrospective consideration of early statements by some of the wisest minds available, outlining early requests of the NAEB to the FAE and other Foundations so well illustrate)

the exact future of the NAEB, it becomes increasingly clear that, if what appear to be fundamental services are to be maintained, the need for a permanent annual operational budget of something of the magnitude of the present one ($150,000.00 or slightly more) must be faced, with special grants from time to time for special projects. Some of this sum can be secured on a self-liquidating or revolving fund basis, with fees and charges carrying at least a portion of this load. A portion of this budget will have to come from outside sources, however.

Firmer predictions of a fiscal nature in this area can not be attempted by the present writer. An illustration of why is available in such instances as these: during a single week last month, news of new jeopardies to at least three educational and community television stations plans was received, one of our member (FM) stations turned in its license, five stations cancelled their network memberships as fees were again raised, and two stations indicated doubt as to their ability to pay this new schedule of assessment fees. On such a base, completely firm predictions are impossible.

Nevertheless, it would appear that just as education generally is not self-supporting and educational broadcasting will always need outside support, as a legitimate educational expense, so will the association of educational broadcasters, for the foreseeable future. The financial status of all but a very small number of members is too insecure at the moment to expect them to increase their share of the financial burden of the expenses of the NAEB much farther than is now scheduled. Rather it is likely that during at least the next four or five years many members will need to rely even more heavily on the Association, if the storms buffeting plans for an adequate educational broadcasting service are not to sweep it away.

As will be found as a positive statement of this writer in Exhibit 41 it seems to us essential that educational television be considered as a legitimate regular curricular expense and tool, as definitely budgetable as teachers' salaries, books, paper, electricity, or any other expense, in the scheme of American education. The fact that this status was never achieved for radio should not deter us in our efforts on behalf of workers and budgets for both. This will be one of the NAEB's objectives, at least, for the next several years; to advance this philosophy wherever and whenever possible.

In view of the "crisis at the crossroads" which now prevails in education as well as in educational television, foundation support for the NAEB and projects to further educational broadcasting is expected to be necessary for some time, on a considerable scale. It is not felt that any apology should be necessary for the fact that the NAEB, as a responsible educational force, will continue to place the legitimacy of educational needs ahead of the question of whether or not an individual project can be made self-supporting. If the NAEB did not take this view, it might as well retreat from the communications area and leave it to commercial groups in which self-support is a primary consideration. And if America is to have a truly alternative or supplementary television and radio service, it is not believed likely that this will be allowed to occur.

The NAEB therefore is both confident and respectful of the future, and proud of its last few years and months as it respectfully submits this report and expresses, once again, its sincere appreciation for the support and tireless understanding of the Fund for Adult Education.

Respectfully submitted on behalf of
President Graydon Ausmus and the
NAEB Board of Directors

H. J. Skornia
Executive Director
September 20, 1954
Urbana, Illinois

LIST OF EXHIBITS

* 1. NAEB Newsletter (August, 1954)

* 2. List of Materials sent with the Newsletter since July, 1953

3. NAEB Television Program Proposal

* 4. NAEB Descriptive Statement

* 5. Honorary Membership Certificate

* 6. Series Distributed by the NAEB Tape Network and Their Utilization with Supplement #1

* 7. Table I: Number of Series and Network Hours from Various Sources

Table II: Number of Series and Network Hours per Type of Program

8. Proposal Regarding Distribution of Programs Via Commercial Stations (Letter to Richard Bell)

* 9. Television Equipment, Engineering Committee Report #1.

*10. Motion Pictures and Kinescope Recording for Educational Television, Engineering Committee Report #2

*11. Operating Techniques for Video Recorders, Engineering Committee Report #3

*12. Engineering Operations Problems Based on Three Years of (TV) Operation, Engineering Committee Report #4

*13. The Theory of Video Recording, Engineering Committee Report #5

*14. NAEB Tape Recording, Engineering Committee Report #6

*15. NAEB Report on the Characteristics of Recording Tape, (Confidential) Engineering Committee Report #7

*16. In-School Program Committee Report

*17. A Financial Analysis of 54 Educational Stations, by Raymond D. Cheydleur

*18. NAEB Coverage Map

*19. Survey of Population Coverage of NAEB Member Stations

*20. Interviewer Manual (Research Committee Report #1)

*21. Survey of Educational Television Stations (Television Operations Committee Reports #1-7)

LIST OF EXHIBITS (con't)

*22. NAEB Fellow Certificates
The First Allerton Seminar on Educational Broadcasting
The Second Allerton Seminar on Educational Broadcasting
The Third Allerton Seminar on Public School Broadcasting
The Lincoln Lodge Seminar on Educational Television
The Television Station Management Seminar
The First Television Production Workshop
The In-School Writers' Seminar

*23. NAEB business cards and Affiliate membership card

24. Roster of Participants and Schedule - TV Engineering Workshop

25. NAEB Technical Facilities Questionnaire

*26. Placement Service Forms

*27. Lincoln Lodge Seminar on Educational Television

*28. Report of 1953 NAEB Educational TV Production Workshop

29. Scholarship Award Winners and Announcement of Scholarships and Workshops

30. Roster of Participants and Schedule - 1954 Production Workshop

31. Grants-in-Aid, 1952-53 and 1953-54

32. 1954-55 Grants-in-Aid Announcement and List of Recipients

33. KPFA - Pacifica Foundation

*34. thru 39. TV Monitoring Studies
New York (Nos. 1 & 2)
Los Angeles
Chicago
New Haven
Three Years of New York TV
Four Years of New York TV

*40. NAEB Policy Statement: Draft

*41. Comments of the NAEB on Policy Questions of Robert Calkins

*42. Ways of Mankind, Preliminary Report, San Bernardino Community Education Project

*43. Television Script Master Pierre Patelin (Sample of TV scripts distributed as models and samples)

* These Exhibits included only with the first copy of the Report.

NAEB Headquarters
119 Gregory Hall
Urbana, Illinois

TO: NAEB Board

FROM: Harry J. Skornia

DATE: September 27, 1954

At the time of my recent meeting with G. H. Griffiths, he made a specific appeal for help which I think we can provide. What is needed is for us to recommend to the FAE outstanding young men with indisputable potential for the future in the area of television or radio. This would insure that a certain number of scholarships, which the FAE can make available, would be in the areas we are interested in, as well as helping the FAE. The FAE, upon reviewing our recommendations, would then be able to provide to these chosen fiscal support to provide the study necessary to help these persons find and exercise responsible positions.

In my discussion with Mr. Griffiths I mentioned unofficially such persons as Gale Adkins, Roland Fenn, Richard Dell, Jack McBride, and others. However, the recommendations we make will have to be based on better evidence than I have. Will you therefore let me have, at your earliest convenience, the names of people you think might qualify?

Mr. Griffiths states that the support will be adequate at least. No strings are tied to the offer. But this information can not await our New York meeting, since they need it for their directors' meeting, which takes place at the same time as our Convention.

FORTHCOME PLEASE REPLY.

HJS:cp

Dr. Henry J. Norton -2- September 23, 1954

It is my understanding that developments since the writing of Mr. Schoolcraft's letter make it more than possible that you may file recommendations in case it is necessary to appeal an alternate determination as a result of failure of consideration of the right hand above. This we will do.

Again let me commend you personally to Hall and particularly to the Provost Marshal Committee for the fine work done in connection with this activity. Considering good results will ever flow from the program is the form of good media exposure.

Sincerely yours,

E. F. Goodwin
Chairman

EFG:gc

Enclosures 2

c.c. We are sending six copies of the correspondence to the above individuals

Docket #1 Mail Box on September 30, 1954 gc

September 24, 1954

Miss Virginia Edwards
President, St. Louis Chapter
Association for Education by Radio-Television
7514 Byron Place
Clayton 5, Missouri

Dear Miss Edwards:

I am sorry to report that the NAEB Board has had considerable reservations about your proposal, as indicated in your letter of September 14. Quoting from three of the most articulate letters:

"I am strongly opposed, however, to any non-NAEB group reviewing programs submitted to the NAEB for possible network presentation."

"While I appreciate the spirit of the group, I am forced to vote against it for what seem to me obvious reasons, e. g. a group, no matter how devout their interest, may not reasonably be expected to know or act according to the standards of program acceptance of the NAEB; if for no other reason the difficulties in mechanics would forbid it."

"The group could not know the station needs as the committee of representatives station personnel now serving as a screening committee knows those needs. Likewise, this committee would not have the same measuring sticks with which to work."

It therefore is my duty to convey to you our regrets at our inability to accept your offer. In the consideration given it, however, I do agree with the majority of the Directors who felt that the background necessary to understand the various areas of needs, etc., requires far closer work with the NAEB than any outside group is likely to have.

Sincerely yours,

Harry J. Skornia
Harry J. Skornia
Executive Director

HJS:vc

NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

TO: Program Planning Committee
Network Acceptance Committee
Grant-in-Aid Committee
John Holt

INFORMATION COPIES: Full Board

FROM: Harry J. Skornia

DATE: September 24, 1954

The Center has asked us if we would be willing to recommend to them areas in which programs are needed. This refers particularly to radio, although I am sure recommendations will be gladly received also for television. Would you therefore please send us, as soon as possible, a statement of the types of programs, or the areas, in which the Center might be of help either in special grants or other types of financial and moral support.

This material is urgently needed. Please let us hear from you.

HJS:cp

C
O
P
Y

The City of New York
MUNICIPAL BROADCASTING SYSTEM
Municipal Building
New York 7, N. Y.

September 22, 1954

Mr. Harry Skornia
AERB
Gregory Hall
University of Illinois
Urbana, Illinois

Dear Harry:

I am enclosing herewith a copy of an original letter, dated September 4th, from Leslie Hill, which is an interim progress report on the NAEB Rockefeller Poetry Project. It would seem that this might well be distributed to the officers and members of the board so that they can keep up with what is going on in this area. When you are through with the letter I would appreciate if you would return the original to me for my files.

With all best wishes, believe me,

Cordially yours,

/s/ Seymour

Seymour N. Siegel
Director

SNS:am

copied NAEB NOW. 9/24/54

COPY

LEWIS HILL

Duncans Mills, Calif.
September 4, 1954

Mr. Seymour N. Siegel
Municipal Broadcasting System
2500 Municipal Building
New York 7, New York

Dear Sy:

Consider this an interim progress report on the NAEB-Rockefeller poetry project. I want to outline for you, first, the general organization of the project, and then indicate where we stand at present.

The principal objective of the whole project is to get on tape some methods of presenting poetry which stand a fair chance of holding the interest of a literate minority audience. The best of these methods, as finally evolved, will not necessarily be unprecedented: at one time or another I think virtually every conceivable method of presenting poetry, good or bad, has been tried by someone. But in this project we will aim to get a direct comparison between several different methods of treating the same poems, and, by the direct comparative approach, we can hope to make some clearer judgements about effectiveness. All this may be said to be the preliminary or ground-working phase of the project -- and it will consume most of the time. Then finally, after some comparisons of methods have been made for my own benefit and that of a group of consultants, I want to venture into the synthesis of methods which was outlined in the original project memorandum -- and I will hope to turn up, in this final stage, a treatment of the problem of context which does, perhaps, contribute something new to the subject.

Knowing that a systematic organization of the tapes will be necessary, I have set up classified recording series, each of which represents a different general approach to a number of different poets. In each subsequent series the same poets, in the same order, are differently treated. Thus, my Series I consists of straight, unannotated half-hour readings, with a minimal identification of poet and poems. These tapes correspond roughly to the type of reading which poets have been giving on radio and in lecture halls; and as "untreated" readings they may be viewed, for the purposes of this project, as "control" tapes for comparison with the subsequent series, all of which employ some kind of comment or treatment. Series II is the discursive treatment of four or five poems in a half-hour, still preserving the format of the formal reading, but with commentary. Series III is the discursive analysis of one or two poems in a half-hour, quite abandoning the formal reading format. In Series IV, exactly the same poems are treated as in Series III, but from a subjective standpoint, as it were -- in a sense reconstructing the content of the composition itself: it is here that I will seek the cooperation of the authors in question. Series V will represent my own conclusions, syntheses, modifications and what-not out of all the others; and this is where I hope the project will have its main value. I have contemplated a few other recordings which do not fit this series system -- for example, some multi-voice readings and one or two fancier productions of a single poem, just to see what production per se can accomplish with "difficult" poetry -- but the five series, along with my written report and the comments of consultants, will be the main product.

So far I have been working on four poets -- Lowell, Eberhart, Stevens, and Marianne Moore. The Series I recording of these poets is complete, and I am now winding up Series II on them. I am fairly hopeful of having Series III finished by the end of September. In the schedule beyond, I aim to complete Series IV, with these four poets at least, by the middle of November, and by the end of that month to have in hand some audition comments on Series IV. I should like to work on about two more poets, and may do so; but the time is perhaps against it, and I am going to wait until Series IV is done with these before deciding whether to add more material.

August was the wrong time to try to develop a consulting group -- too many of the people I have wanted to reach are off on vacation. Enough of a group is now developed, however, to justify my setting out on a tour to talk with them; and I am about to do that. The following have agreed to audition my material and offer opinions on it: Josephine Miles, University of California; Louise Bogan, New York; Lloyd Frankenberg, New York; R. P. Blackmur, Princeton; T. S. Eliot, London; and (for a slightly off-beat opinion that might have great value) Judith Waller, NBC Chicago. I am still after Jarrell at Chapel Hill, Sweeney at Harvard, Whitehall at Indiana. I have also asked John Lehmann in England and P. H. Newby at the BBC to join in, and Andrew Allan in Toronto, but have had replies from none of these. Of course, I shall also see and consult with the poets involved in the recordings, though at the moment I don't know where Lowell is.

As I said, I am about to begin a consulting trip, with a tape recorder in tow. Naturally the relationship with Eliot and others in London will have to be handled by mail, but I shall otherwise visit everyone in question personally, and I expect that during the trip I will not only acquire some useful ideas, but also round out the consulting group to a good select eight or so.

You will have noted from the outline in the third paragraph above that my work involves at least twenty recordings, probably more. It would be foolish to ask the consulting group to carry out a uniform comparative auditioning of all these tapes; and certainly it would be impractical to make enough copies to permit that. I will have some comment at a later date on exactly what principal of selection should be used for the consultants' auditioning -- maybe they will only need to hear my Series II and V. But to get some really objective findings on the whole five series, I plan to run them all on WFMF, with an audience questionnaire; and in the near future in Boston, I plan to raise with George the possibility of doing the same on WGBH.

I think this much will give you the present picture and the outlook. Because of the uncertain beginning in July it will be a challenge to complete this experiment by mid-January, but such is life, or rather, the literary life. You will shortly have received carbons of all my correspondence with NAEB on the financial side, so I need not comment on that. I plan to talk with John Marshall in New York in a couple of weeks, if he's there. If this summary leaves you in any way puzzled or desiring further information, let me have your questions.

Best wishes always,

/s/ Lew

copied NAEB HQS. 9/24/54

NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

TO: NAEB Board

FROM: Sherrie

DATE: September 24, 1954

I just returned from a quick trip around the circuit: Toledo, Detroit, Ann Arbor, Jackson (for meeting with WPAC and Newburn), Battle Creek, Kalamazoo, and Chicago. As soon as I get through the stack of accumulated material, I'll try to get you a brief report on this. Meanwhile, we urgently need the answer to this question: WHICH OF YOUR PRESIDENTS AND/OR SUPERINTENDENTS HAVE ACCEPTED THE INVITATION TO MEET IN NEW YORK?

President Hilberry of Wayne, for example, wants to know whether the presidents themselves will be there, since he would not want to be the only one. He was very sympathetic, in the conversation I had with him, with Paul Rickard.

Please push the answer to this question as soon as possible, with copies to Siegel and Ausmus, and the rest of the Board. I shall begin sending collect telegrams of inquiry by Wednesday at the latest, since we do need to know the status of this situation.

cp

NAEB Headquarters
Urbana, Illinois
September 17, 1954

TO ALL ACTIVE MEMBERS OF THE NAEB:

Herewith, as authorized by President Graydon Ausmus for the full Board, for your vote to be returned by October 1 to Jim Miles, the proposed amended NAEB Constitution and By-Laws.

This follows several hundred hours of work by Jim, the members of the Constitution Committee, the Directors, NAEB's Legal Counsel (Marcus Cohn and Leonard Marks of Cohn and Marks) and Headquarters. Since many of the revisions are basic, (the voting privilege for Associate members and other such fundamental problems are involved) we all join Jim, Graydon and the above in urging every Active member to take the time to meet the responsibility involved in registering your vote before the deadline.

This is being sent you well in advance of the 30-day deadline (30 days in advance of annual Convention meeting at which final ratification is to be considered) provided by the Constitution and By-Laws in their present form.

H. J. Skornia

Harry J. Skornia
Executive Director

Enc.

PROPOSED

NAEB CONSTITUTION AND BY-LAWS

BALLOT

Return to Jim Miles,
Chairman of Constitution Committee
(at WBAA, Purdue)
by
October 1, 1954

1. By-Laws - Page 2 -

Lines 3 to 7 (Plan One) _____

Lines 8 to 13 (Plan Two) _____

2. By-Laws - Pages 2, 3, -

Page 2 Lines 23 to 25 (Plan One) _____

Page 3 Lines 1 to 3 (Plan Two) _____

Page 3 Lines 4 to 6 (Plan Three) _____

3. By-Laws - Page 4

Lines 16 and 17

Include _____

Delete _____

4. By-Laws - Page 8

Lines 3 to 20

Include _____

Delete _____

5. By-Laws - Pages 11 to 14 -

Page 11 Lines 22 and 23
Page 12 Lines 1 to 25
Page 13 Lines 1 to 22 (Plan One) _____

Page 13 Lines 25 and 26
Page 14 Lines 1 to 15 (Plan Two) _____

6. Constitution - Page 1 -

Lines 3 and 4 (Plan One) _____

Lines 5 to 7 (Plan Two) _____

Lines 8 and 9 (Plan Three) _____

7. Constitution - Page 4 -

Lines 3 to 9 (Plan One) _____

Line 10 (Plan Two) _____

Lines 11 to 14 (Plan Three) _____

Lines 15 and 16 as amended (Plan Four) _____

8. Constitution - Page 5 -

Line 10

Include _____

Delete _____

9. Constitution - Page 6 -

Lines 16 and 17 (Plan One) _____

Lines 18 and 19 (Plan Two) _____

CONFIDENTIAL

NAEB HEADQUARTERS
14 Gregory Hall
Urbana, Illinois

September 16, 1954

TO: Directors

FROM: Skornia

I know Marguerite Fleming has some reservations about this, so I'm requesting your comment (and hers to both you and me if possible) before replying. It is the sort of evaluation project which, if it were well and fairly done, (and Marguerite can help in this opinion) would be valuable.

Reply requested, even postcard, soon as possible. Thanks.

****

ASSOCIATION FOR EDUCATION BY RADIO-TELEVISION

Sept. 14, 1954

Dear Mr. Skornia:

The St. Louis Chapter of AERT is planning to stress participation in radio and TV by a program of critical listening and viewing this year. We hope to train people to constructively criticize and to pass their opinions on to the producers.

Since we have a very active membership of about 30 people who represent teachers, parents, and radio and television personnel, we can reach a varied audience.

We were wondering if we could act as a reviewing body for radio programs which you might be considering for inclusion in your NAEB Network. We could invite various teachers' organizations in the city to join us and thus get a wider spread of opinion. Would such opinions be valuable to you?

If so - could we arrange a time - when you could send us two or three programs - plus evaluation forms - if you like?

We could then arrange a date with a rather large group - and play these programs for them - get their opinion and return the poll to you - with the tapes.

I spoke to you briefly about this at the Convention in Columbus this past April - We discussed it at our meeting this past week and our members would certainly like to try such a plan.

Very sincerely yours,

/s/ Virginia Edwards
President-St. Louis Chapter

Copied at NAEB Hqs. Sept.16-'54--cp

NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

TO: Program Planning Committee
Network Acceptance Committee
Grant-in-Aid Committee
John Holt

INFORMATION COPIES: Full Board

FROM: Harry J. Skornia

DATE: September 24, 1954

The Center has asked us if we would be willing to recommend to them areas in which programs are needed. This refers particularly to radio, although I am sure recommendations will be gladly received also for television. Would you therefore please send us, as soon as possible, a statement of the types of programs, or the areas, in which the Center might be of help either in special grants or other types of financial and moral support.

This material is urgently needed. Please let us hear from you.

HJS:cp

NAEB NETWORK

OFFERING OFFERING

THIS IS A SPECIAL TIME-LIMITED,

COPYRIGHTED DEAL. IT'S A VERY

FINE GIVE-AWAY FROM RCA VICTOR THAT MAY

RESULT IN FUTURE FREE BROADCAST

MATERIAL!!!!

IF YOU WANT IT--

TELEGRAPH SEYMOUR N. SIEGEL, WNYC,

TODAY!!!

Sy Siegel has made a deal with RCA Victor Records whereby many (but not all) NAEB stations can receive FREE a recently made recording of Verdi's Requiem (1:17:24).

About 50--repeat: only about 50--copies of this recording will be available to NAEB stations within the next week. Not after the next week.

If the response to this offer is favorable, we may receive many or even ALL new Victor releases--Free!

The first 50 of you broadcasters to telegraph Sy an order, giving a FULL NAME and SHIPPING ADDRESS, will get this deal---and perhaps help all of our stations to get it in the future. Telegraph--SEYMOUR N. SIEGEL, RADIO STATION WNYC, 2500 MUNICIPAL BUILDING, NEW YORK CITY. Do NOT telegraph NAEB HEADQUARTERS. Do NOT telegraph NETWORK HEADQUARTERS or Victor. Do telegraph Sy at WNYC.

This offering is another special service of the NAEB to its members--made possible by our past president and member of the board Seymour N. Siegel.

NAEB HEADQUARTERS
1. Gregory Hall
Urbana, Illinois

TO: All Active and Associate Members of the NAEB

FROM: H. J. Skornia

DATE: September 21, 1954

In an attempt to make the members of the NAEB the best informed membership of any association in the U.S., herewith a copy of a comprehensive report prepared for the Fund for Adult Education. This is sent you in time for careful study before the fall Convention. We hope you will give it careful attention so that you may be as well informed as possible on the operations of the organization.

Also enclosed (for Actives only) for study in advance of the fall Convention, are copies of complete budget reports and financial statements as prepared for the W. K. Kellogg Foundation and the NAEB Board and membership. Already sent to all Actives for voting are proposed amendments and revisions to the Constitution and By-Laws.

If, in addition to the above information, there is anything that you feel the need of in advance of the Convention, please let us know and we'll try to provide it.

A similar report was made to the W. K. Kellogg Foundation at the close of the fiscal year. Although the supply is nearly exhausted, we shall make every effort to meet requests from interested members.

enclosures

BY-LAWS OF THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

ARTICLE I

ADMISSION TO MEMBERSHIP, DURATION, SUSPENSION AND EXPULSION

SECTION A. APPLICATION OF CANDIDATES FOR ACTIVE, ASSOCIATE AND AFFILIATE MEMBERSHIPS SHALL BE MADE TO THE BOARD OF DIRECTORS IN WRITING. AT LEAST 15 DAYS BEFORE ANY SUCH ADMISSION IS TO BE VOTED UPON BY THE BOARD OF DIRECTORS, THE SECRETARY SHALL INSERT IN THE NAEB NEWSLETTER A NOTICE STATING THE NAME AND ADDRESS OF SUCH CANDIDATE. A TWO-THIRDS VOTE OF THE BOARD OF DIRECTORS SHALL BE NECESSARY FOR ELECTION OF ANY CANDIDATE TO MEMBERSHIP, AND UPON BEING SO ELECTED THE CANDIDATE SHALL BECOME A MEMBER OF THE ASSOCIATION.

SECTION B. THE BOARD OF DIRECTORS SHALL HAVE THE POWER TO MAKE SUCH REGULATIONS FOR ADMISSION TO MEMBERSHIP, NOT INCONSISTENT HEREWITH AS IT MAY FROM TIME TO TIME DETERMINE, EXCEPT INSOFAR AS THE ASSOCIATION BY VOTE HAS RESTRICTED OR MAY RESTRICT SUCH POWER.

SECTION C. MEMBERSHIP IN THIS ASSOCIATION SHALL BE EFFECTIVE FROM DATE OF APPROVAL BY THE BOARD OF DIRECTORS.

SECTION D. ANY MEMBER MAY BE SUSPENDED FOR ANY ACT WHICH, IN THE JUDGMENT OF THE BOARD OF DIRECTORS, CONSTITUTES A VIOLATION OR BREACH OF ANY OF THE TERMS OF THE CONSTITUTION OR BY-LAWS OF THIS ASSOCIATION BY AN AFFIRMATIVE TWO-THIRDS VOTE OF THE ENTIRE BOARD OF DIRECTORS; PROVIDED, HOWEVER, THAT SUCH MEMBERS SHALL HAVE BEEN ADVISED IN WRITING BY REGISTERED MAIL OF THE CHARGES AT LEAST FIFTEEN DAYS BEFORE SUCH VOTE BY THE BOARD OF DIRECTORS; AND PROVIDED FURTHER, THAT ACTION OF THE BOARD OF DIRECTORS MAY BE REVERSED AT THE NEXT ANNUAL MEETING OF THE ASSOCIATION BY A TWO-THIRDS VOTE OF THOSE IN ATTENDANCE AT THE CONVENTION.

ARTICLE II

MEMBERSHIP AREAS, DISTRICT AND STATE DIVISIONS

SECTION A. (PLAN ONE) THE AREAS SERVED BY ASSOCIATION MEMBERS SHALL BE DIVIDED INTO SIX REGIONS, NUMBERED ONE THROUGH SIX. THE BOARD OF DIRECTORS SHALL, BY RESOLUTION, DESIGNATE THE AREAS TO COMPOSE EACH OF THE REGIONS, AND THE BOARD OF DIRECTORS MAY, BY RESOLUTION, CHANGE SUCH DESIGNATIONS FROM TIME TO TIME.

SECTION A. (PLAN TWO) THE AREAS SERVED BY ASSOCIATION MEMBERS SHALL BE DIVIDED INTO REGIONS. THE BOARD OF DIRECTORS SHALL, BY RESOLUTION, DESIGNATE THE AREAS TO COMPOSE EACH OF THE REGIONS, AND THE BOARD OF DIRECTORS MAY, BY RESOLUTION, CHANGE SUCH DESIGNATIONS FROM TIME TO TIME. THERE SHALL AT ALL TIMES BE AT LEAST FIVE, BUT NOT MORE THAN TEN REGIONS.

SECTION B. THE BOARD OF DIRECTORS SHALL ENCOURAGE THE ORGANIZATION OF REGIONAL AND STATE ASSOCIATIONS.

ARTICLE III

DUES

SECTION A. EACH MEMBER SHALL PAY DUES IN ACCORDANCE WITH SUCH SCHEDULE OR CLASSIFICATION, AT SUCH TIMES, AND UNDER SUCH CONDITIONS AS MAY BE DETERMINED ANNUALLY BY THE BOARD OF DIRECTORS.

SECTION B. THE BOARD OF DIRECTORS MAY CHANGE RATE OF ANNUAL DUES PRIOR TO JULY 1 OF ANY YEAR.

SECTION C. (PLAN 1) THE BOARD OF DIRECTORS MAY NOT SET DUES THAT WOULD CAUSE ANY MEMBER TO PAY MORE THAN $100.00 PER FISCAL YEAR.

Section C. (Plan II) The Board of Directors may not set dues that would cause any member to pay more than $200.00 per fiscal year.

Section C. (Plan III) The Board of Directors may not set dues that would cause any member to pay more than $300.00 per fiscal year.

Section D. If any member shall fail to pay dues within 90 days after the same shall have become payable, it shall be the duty of the Treasurer to send by mail to each member so in default a copy of this By-Law and a notice to the effect that unless such dues are paid within 30 days thereafter, such member shall be declared in default by the Board of Directors. At the expiration of 30 days, any member continuing in default shall be so declared by action of the Board of Directors and shall cease to be a member of the Association. Provided, that upon written application to the Board of Directors satisfactorily explaining such default, the Board of Directors may, for a period not exceeding one year, limit the penalty of this By-Law, and extend the time for the payment of dues.

Section E. Any member of the Association who shall fail to pay dues within 90 days after the same shall have become payable shall be deemed a member not in good standing, with a resulting loss of voting privileges.

ARTICLE IV

OFFICERS AND DIRECTORS

Section A. The officers of the Association shall be a President, a Vice-President, a Secretary and a Treasurer. They shall be elected on the day of the annual meeting of the Association, shall take office at the close of the annual meeting, and shall so hold office until the installation of their successors.

There shall be a Board of Directors to consist of the President, the Vice-President, the Secretary and the Treasurer, and, in addition, the immediate Past President of the Association and the elected directors, one from each Region of the Association. Directors from odd numbered Regions shall serve two years, beginning with election in odd-numbered years; directors from even-numbered Regions shall serve two years, beginning with election in even-numbered years.

Section B. Members shall vote only for the Director representing their Region.

Section C. In case of a vacancy in any office, or on the Board of Directors, it shall be filled by appointment by the Board of Directors or the remaining members thereof, until the next annual meeting, provided that in case of a vacancy occurring in the office of President, the Vice-President shall succeed to the office, in which event the Secretary shall hold the dual office of Vice-President and Secretary. On the day of each annual meeting, there shall be elected such additional number of directors, if any, as may be necessary to fill vacancies, to hold office during the remainder of the terms, respectively, of the members whose places they fill. All

OFFICERS SHALL PERFORM SUCH DUTIES, IN ADDITION TO THOSE SPECIFICALLY PRESCRIBED, AS MAY BE REQUIRED BY THE BOARD OF DIRECTORS OF THE ASSOCIATION.

THE PRESIDENT AND VICE-PRESIDENT

Section D. THE PRESIDENT, OR IN HIS ABSENCE THE VICE-PRESIDENT, SHALL PRESIDE AT ALL MEETINGS OF THE ASSOCIATION AND ITS BOARD OF DIRECTORS, AND PERFORM THE ORDINARY FUNCTIONS OF THE PRESIDING OFFICER. IT SHALL BE THE DUTY OF THE PRESIDENT TO EXECUTE FAITHFULLY THE POLICIES OF THE BOARD OF DIRECTORS IN DETERMINATION OF POLICIES. THE PRESIDENT SHALL BE RESPONSIBLE FOR THE MANAGEMENT OF THE AFFAIRS OF THE ASSOCIATION AND IN CARRYING OUT THE POLICIES DIRECTED BY THE BOARD OF DIRECTORS.

THE VICE-PRESIDENT SHALL PERFORM SUCH OTHER DUTIES AS MAY BE ASSIGNED BY THE BOARD OF DIRECTORS OR THE PRESIDENT.

THE SECRETARY

Section E. THE SECRETARY SHALL KEEP A RECORD OF THE PROCEEDINGS OF ALL MATTERS OF WHICH A RECORD SHALL BE DEEMED ADVISABLE BY THE BOARD OF DIRECTORS OR THE PRESIDENT. HE SHALL NOTIFY OFFICERS AND MEMBERS OF THEIR ELECTION, KEEP A ROLL OF THE MEMBERS, ISSUE NOTICES OF ALL MEETINGS OF THE ASSOCIATION, AND OF THE BOARD OF DIRECTORS, PERFORM ALL DUTIES INCUMBENT UPON HIM UNDER THESE BY-LAWS AND CONDUCT THE CORRESPONDENCE OF THE ASSOCIATION NOT OTHERWISE PROVIDED FOR.

THE TREASURER

Section F. THE TREASURER SHALL COLLECT AND BE THE CUSTODIAN OF ALL FUNDS AND SECURITIES BELONGING TO THE ASSOCIATION, AND, UNDER

THE DIRECTION OF THE BOARD OF DIRECTORS, SHALL INVEST AND DISBURSE THE FUNDS OF THE ASSOCIATION. HE SHALL SUBMIT A REPORT IN WRITING TO THE MEMBERSHIP AT LEAST 30 DAYS PRIOR TO THE ANNUAL MEETING AND AT EACH MEETING OF THE BOARD OF DIRECTORS ON THE STATE OF THE TREASURY. HE SHALL KEEP REGULAR ACCOUNTS WHICH SHALL AT ALL TIMES BE OPEN TO INSPECTION OF ANY OFFICER OR DIRECTOR. HIS ACCOUNTS SHALL BE AUDITED ONCE A YEAR BY A COMPETENT ACCOUNTANT WHO SHALL SUBMIT A REPORT IN WRITING TO THE BOARD OF DIRECTORS.

THE TREASURER SHALL GIVE BOND IN SUCH AMOUNT AND SUCH CONDITIONS AND SURETIES AS THE BOARD OF DIRECTORS MAY ORDER AND APPROVE.

THE BOARD OF DIRECTORS

SECTION 6. THE BOARD OF DIRECTORS, IN ADDITION TO THE POWERS HEREIN ELSEWHERE CONFERRED, SHALL HAVE CONTROL OF ALL ASSETS AND PROPERTY OF THE ASSOCIATION; SHALL HAVE POWER TO INVEST, APPROPRIATE AND EXPEND THE MONIES THEREOF; AND SHALL PROVIDE FOR SUCH EMPLOYEES, SUCH AS AN EXECUTIVE DIRECTOR AND HIS STAFF, AS IT MAY FROM TIME TO TIME DEEM NECESSARY AND SHALL HAVE THE GENERAL MANAGEMENT AND SUPERVISION OF THE AFFAIRS OF THE ASSOCIATION, WITH POWER AND AUTHORITY TO MAKE APPROPRIATE REGULATIONS NOT INCONSISTENT WITH THE CONSTITUTION OF THE ASSOCIATION AND THESE BY-LAWS. THE BOARD OF DIRECTORS SHALL HAVE NO POWER TO MAKE ANY CONTRACTS BINDING PERSONALLY UPON ANY MEMBER OF THE ASSOCIATION.

THE BOARD OF DIRECTORS SHALL MAKE A COMPLETE REPORT IN WRITING AT THE ANNUAL MEETING OF THE ASSOCIATION.

THE BOARD OF DIRECTORS SHALL HOLD AT LEAST TWO REGULAR MEETINGS PER YEAR, ONE TO BE HELD IMMEDIATELY PRECEDING OR FOLLOWING THE

ANNUAL CONVENTION OF THE ASSOCIATION. SPECIAL MEETINGS MAY BE CALLED BY THE PRESIDENT OF THE ASSOCIATION OR UPON PETITION OF FIVE MEMBERS OF THE BOARD OF DIRECTORS.

A MAJORITY OF THE BOARD OF DIRECTORS SHALL CONSTITUTE A QUORUM. THE PRESIDENT OF THE ASSOCIATION SHALL SERVE AS CHAIRMAN OF THE BOARD OF DIRECTORS. IN THE ABSENCE OF BOTH THE PRESIDENT AND OF THE VICE-PRESIDENT, THE MEMBERS MAY CHOOSE A CHAIRMAN FOR THE MEETING.

ARTICLE V

COMMITTEES

Section A. FOUR ELECTED NATIONAL THE OFFICERS OF THE ASSOCIATION SHALL COMPRISE AN EXECUTIVE COMMITTEE WITH THE PRESIDENT AS CHAIRMAN. SAID COMMITTEE SHALL MEET WHENEVER THE CHAIRMAN, OR TWO MEMBERS THEREOF, SHALL FIND IT NECESSARY FOR THE TRANSACTION OF ANY BUSINESS WHICH IS URGENT AND CAN NOT BE POSTPONED TO A REGULAR MEETING OF THE BOARD. SAID COMMITTEE SHALL POSSESS ALL THE POWERS OF THE BOARD WHEN IN SESSION, PROVIDED THAT IT SHALL NOT OVERRULE, REVISE, OR CHANGE THE PREVIOUS ACTS OF THE BOARD, OR TAKE FROM REGULAR OR SPECIAL COMMITTEES ANY BUSINESS REFERRED TO THEM BY THE BOARD. IT SHALL NOT HAVE POWER TO LEASE, SELL, OR PURCHASE REAL ESTATE UNLESS PREVIOUSLY AUTHORIZED BY THE BOARD IN SESSION OR A MAJORITY OF THE MEMBERS INDIVIDUALLY IN WRITING. THE EXECUTIVE COMMITTEE SHALL MAKE A RECORD IN WRITING OF ALL ITS TRANSACTIONS AND SUBMIT IT TO THE BOARD AT ITS NEXT REGULAR MEETING, SIGNED BY ALL MEMBERS AGREEING THERETO. SUCH A RECORD SHALL THEREUPON BE INCORPORATED IN THE MINUTES OF THE BOARD AS AN INTEGRAL PART THEREOF.

Section B. THE MEMBERSHIP OF THE STANDING COMMITTEES LISTED BELOW OR AS MAY BE REVISED, SHALL BE APPOINTED BY THE PRESIDENT, IMMEDIATELY AFTER THE

ANNUAL MEETING IN EACH YEAR, AND HOLD OFFICE UNTIL THE APPOINTMENT OF THEIR SUCCESSORS. THE PRESIDENT SHALL ALSO DESIGNATE THE CHAIRMAN OF EACH STANDING COMMITTEE. (PROPOSED ADDITION) THE PRESIDENT FOR THE YEAR OF 1954-55 SHALL APPOINT THE MEMBERS OF EACH STANDING COMMITTEE, CONSISTING OF NOT LESS THAN 7 BUT NOT MORE THAN 15 MEMBERS. THE MEMBERSHIP OF EACH OF SAID COMMITTEES, EXCEPT AS OTHERWISE HEREIN PROVIDED, SHALL BE DIVIDED INTO THREE GROUPS, AND THE PRESIDENT SHALL DESIGNATE ONE OF SAID GROUPS TO SERVE FOR THREE YEARS, ONE FOR TWO YEARS, AND ONE FOR ONE YEAR. IN EACH YEAR THEREAFTER THE PRESIDENT SHALL DESIGNATE THE CHAIRMAN AND SHALL FILL ANY OF THE EXPIRING VACANCIES OF SAID COMMITTEE BY APPOINTING NEW MEMBERS FOR A TERM OF THREE YEARS EACH, EXCEPT, THAT SHOULD ANY VACANCY OCCUR ON ANY SUCH COMMITTEES, THE INCUMBENT PRESIDENT MAY FILL SAID VACANCY FOR THE REMAINDER OF THE TERM OF THE PERSON CAUSING SAID VACANCY. PROVIDED, HOWEVER, NOTHING HEREIN SHALL PREVENT THE REAPPOINTMENT OF ANY MEMBER TO ONE OR MORE ADDITIONAL TERMS. SHOULD ANY PRESIDENT HEREAFTER INCREASE OR DECREASE THE MEMBERSHIP OF ANY OF SAID COMMITTEES WITHIN THE LIMITATION HEREIN PRESCRIBED, SUCH ADDITIONS OR LIMITATIONS SHALL BE IN SUCH NUMBER AND FOR SUCH TERMS AS TO ACCOMPLISH THE PURPOSE OF THIS SUB-SECTION.

LIST OF COMMITTEES

ADVISORY COMMITTEE TO THE PRESIDENT OF THE CENTER

ADVISORY COMMITTEE ON SCHOLARSHIP AFFAIRS

ASSOCIATE MEMBERS COMMITTEE

CONSTITUTION COMMITTEE

ENGINEERING COMMITTEE

1. In-School Program Committee
2. International Relations Committee
3. Membership and Credentials Committee
4. Organizational Liaison Committee
5. Professional Advancement Committee
6. Publications Committee
7. Public Relations Committee
8. Radio Network Acceptance Committee
9. Radio Program Planning Committee
10. Research Committee
11. TV Operations Committee
12. TV Network Acceptance Committee
13. TV Program Planning Committee

14. Section C. In addition to the standing committees herein
15. provided for, the President may appoint such other committees as he
16. may deem necessary.

17. Section D. All committees shall report from time to time
18. to the Board of Directors or to the Association whenever requested
19. to do so by the Board of Directors, or by the Association, and in all cases
20. each committee shall have the duty of taking such steps as may be appro-
21. priate to make effective the final action of the Association on
22. the subject matter of its report, whether that final action be taken
23. by the Board of Directors within its authority under these By-Laws
24. or by the Association.

25. Final action, binding upon the Association, may be taken
26. by the Board of Directors on all committee reports unless a minority

REPORT IS FILED WITH THE SAID BOARD OR UNLESS SOME MEMBER OF THE REPORTING COMMITTEE NOTIFIES THE BOARD THAT HE DISSENTS FROM THE REPORT OF HIS COMMITTEE. IN ALL SUCH CASES THE BOARD SHALL, AND IN ANY CASE, UPON HIS OWN MOTION, MAY REFER THE COMMITTEE REPORT TOGETHER WITH ITS RECOMMENDATION THEREON, TO THE ASSOCIATION FOR ITS ACTION.

ARTICLE VI

CONVENTION AND MEETINGS

SECTION A. AN ANNUAL CONVENTION OF THE ASSOCIATION SHALL BE HELD EACH YEAR AT TIME AND PLACE TO BE DETERMINED BY THE BOARD OF DIRECTORS. WRITTEN NOTICE OF SUCH CONVENTION SHALL BE SENT TO EACH MEMBER AT LEAST THIRTY DAYS PRIOR THERETO.

SECTION B. SPECIAL MEETINGS OF THE MEMBERS MAY BE CALLED BY THE BOARD OF DIRECTORS. UPON WRITTEN REQUEST OF TWENTY-FIVE PER CENT OF THE ACTIVE MEMBERSHIP, SETTING FORTH SPECIFIC SUBJECT OR SUBJECTS TO BE DISCUSSED AT SUCH SPECIAL MEETING, THE BOARD OF DIRECTORS SHALL CALL SUCH A SPECIAL MEETING FOR THE PURPOSES REQUESTED. NOTICE OF THE PURPOSE, AND THE TIME AND PLACE OF ANY SPECIAL MEETING SHALL BE MAILED TO EACH MEMBER AT LEAST THIRTY DAYS IN ADVANCE. AT SPECIAL MEETINGS NO BUSINESS SHALL BE TRANSACTED EXCEPT THAT SPECIFIED IN THE CALL THEREFOR, AND SUCH BUSINESS SHALL BE CONSIDERED IN THE ORDER LISTED IN THE CALL, UNLESS OTHERWISE ORDERED AT THE MEETING.

SECTION C. AT ANY DULY CALLED MEETING TWENTY PER CENT OF THE VOTING MEMBERS SHALL CONSTITUTE A QUORUM FOR THE PURPOSE OF TRANSACTING BUSINESS. IF LESS THAN A QUORUM IS PRESENT A

MAJORITY OF THE VOTING MEMBERS PRESENT MAY ADJOURN FROM TIME TO TIME UNTIL A QUORUM IS PRESENT.

SECTION D. AT EACH ANNUAL MEETING OF THE ASSOCIATION THE ORDER OF BUSINESS SHALL BE AS FOLLOWS:

(A) READING OF THE MINUTES OF PRECEDING MEETING;

(B) REPORT OF BOARD OF DIRECTORS;

(C) REPORT OF TREASURER;

(D) ELECTIONS;

(E) REPORTS OF STANDING COMMITTEES;

(F) REPORTS OF SPECIAL COMMITTEES;

(G) REPORT OF ELECTIONS;

(H) NEW AND MISCELLANEOUS BUSINESS.

THIS ORDER OF BUSINESS MAY BE CHANGED BY A VOTE OF THE MAJORITY OF MEMBERS PRESENT.

SECTION E. THE PARLIAMENTARY RULES OF PRACTICE CONTAINED IN ROBERTS' RULES OF ORDER, AS REVISED, SHALL GOVERN THE ASSOCIATION IN ALL CASES TO WHICH THEY ARE APPLICABLE AND IN WHICH THEY ARE NOT INCONSISTENT WITH THE BY-LAWS OR THE SPECIAL RULES OF ORDER OF THIS ASSOCIATION.

ARTICLE VII (PLAN ONE)

NOMINATIONS AND ELECTIONS

SECTION A. (PLAN ONE) AT THE ANNUAL MEETING EACH YEAR, A COMMITTEE ON NOMINATIONS FOR THE ENSUING YEAR'S ELECTIONS CONSISTING

OF SEVEN VOTING MEMBERS, SHALL BE ELECTED BY BALLOT; EACH ACTIVE MEMBER PRESENT MAY VOTE FOR NOT MORE THAN TWO NOMINEES FOR SAID COMMITTEE, TO BE NAMED ON ONE BALLOT, AND THE SEVEN NOMINEES RECEIVING THE LARGEST NUMBER OF VOTES SHALL CONSTITUTE SUCH COMMITTEE. No ACTIVE MEMBER SHALL BE ELIGIBLE TO SERVE ON SUCH COMMITTEE IF HE PREVIOUSLY SERVED AS A MEMBER OF THE COMMITTEE ON NOMINATIONS ELECTED IN ANY OF THE THREE YEARS NEXT PRECEDING THE ANNUAL MEETING IN QUESTION. THE MEMBERS OF THE COMMITTEE SHALL ELECT THEIR CHAIRMAN.

SECTION B. (PLAN ONE.) SAID COMMITTEE ON NOMINATIONS SHALL NOT LESS THAN NINETY DAYS BEFORE THE ANNUAL CONVENTION NOMINATE AT LEAST TWO AND NOT MORE THAN THREE ACTIVE MEMBERS FOR EACH OF THE OFFICES AND DIRECTORSHIPS TO BE FILLED AT THE ENSUING ELECTION. A LIST OF SUCH NOMINATIONS SHALL BE MAILED BY THE SECRETARY TO EACH ACTIVE MEMBER NOT LATER THAN SIXTY DAYS PRIOR TO THE ANNUAL CONVENTION. OTHER NOMINATIONS MAY BE MADE, IN WRITING, OVER THE SIGNATURES OF NOT LESS THAN TWENTY-FIVE MEMBERS, BY FILING SUCH NOMINATIONS WITH THE SECRETARY NOT LATER THAN FORTY-FIVE DAYS BEFORE THE ANNUAL CONVENTION.

SECTION C. (PLAN ONE.) THE VOTING SHALL BE BY BALLOT. THE SECRETARY SHALL PREPARE A FORMAL BALLOT CONTAINING THE NAMES OF ALL NOMINEES, ARRANGED IN ALPHABETICAL ORDER, FOR THE RESPECTIVE OFFICES AND DIRECTORSHIPS, INDICATING THE NUMBER TO BE VOTED FOR; AND HE SHALL, NOT LATER THAN THIRTY DAYS BEFORE THE ANNUAL CONVENTION MAIL A COPY TO EACH ACTIVE MEMBER. NO NOMINATIONS SHALL BE CONSIDERED OR VOTED UPON UNLESS MADE AS HEREIN PROVIDED.

SECTION D. (PLAN ONE) THE BOARD OF DIRECTORS SHALL NAME

NINE ACTIVE MEMBERS OF THE ASSOCIATION, IN GOOD STANDING, TO SERVE AS AN ELECTION BOARD, AND SHALL NAME ONE OF SAID NINE TO ACT AS CHAIRMAN THEREOF. SAID ELECTION BOARD SHALL HAVE CHARGE OF THE BALLOTING AND THE COUNTING OF VOTES. ALL QUESTIONS REGARDING THE VOTING AND THE VALIDITY OF BALLOTS SHALL BE DECIDED BY SAID ELECTION BOARD, SUBJECT TO APPEAL TO THE BOARD OF DIRECTORS, WHOSE DECISION SHALL BE FINAL. THERE SHALL BE A MEETING OF THE BOARD OF DIRECTORS IMMEDIATELY AFTER THE CLOSING OF THE POLLS, TO CONSIDER APPEALS, IF ANY, FROM DECISIONS OF THE ELECTION BOARD.

SECTION E. (PLAN ONE) THE SECRETARY SHALL FURNISH TO THE ELECTION BOARD, BEFORE THE POLLS OPEN, A LIST OF NAMES OF ACTIVE (AND ASSOCIATE*) MEMBERS OF THE ASSOCIATION IN GOOD STANDING, AND NO MEMBER NOT IN GOOD STANDING SHALL BE QUALIFIED TO VOTE. MEANS SHALL BE PROVIDED TO ENABLE VOTERS TO PREPARE THEIR BALLOTS IN SECRECY, AND NO PERSON SHALL BE PERMITTED TO SOLICIT VOTES WITHIN THE ROOM WHERE THE BALLOTING IS IN PROGRESS. THE VOTES SHALL BE COUNTED IMMEDIATELY AFTER THE CLOSING OF THE POLLS, AND AT LEAST THREE OF THE ELECTION BOARD AND ONE MEMBER OF THE BOARD OF DIRECTORS SHALL BE PRESENT WHEN THE VOTES ARE COUNTED. THE RESULTS OF THE BALLOTING SHALL BE FORMALLY ANNOUNCED BY THE CHAIRMAN OF THE ELECTION BOARD TO THE ASSOCIATION AT ITS ANNUAL CONVENTION AND THE CANDIDATES RECEIVING THE HIGHEST NUMBER OF VOTES FOR THEIR RESPECTIVE OFFICES SHALL BE DECLARED DULY ELECTED.

ARTICLE VII (PLAN TWO)

NOMINATIONS AND ELECTIONS

SECTION A. (PLAN TWO) NINETY DAYS PRIOR TO EACH ANNUAL MEETING THE PRESIDENT SHALL APPOINT A NOMINATING COMMITTEE OF SEVEN

*SUBJECT TO DECISION REGARDING ASSOCIATE'S QUALIFICATIONS TO VOTE.

ACTIVE MEMBERS.

Section B. (Plan Two) Said committee shall nominate to the annual meeting at least two and not more than three active members for each of the offices and directorships to be filled at the ensuing election. Nominations may be made by any active member from the floor at the annual meeting.

Section C. (Plan Two) The voting shall be by ballot.

Section D. (Plan Two) The Nominating Committee shall serve as an Election Board. Said Election Board shall have charge of the balloting and counting of votes.

Section E. (Plan Two) The Secretary shall furnish the Election Board a list of names of voting members of the Association in good standing. No member not in good standing shall be qualified to vote. The Chairman of the Election Board shall announce the results at the next regularly scheduled session of the annual meeting.

ARTICLE VIII

REFERENDUM VOTE

Section A. When instructed to do so by the Board of Directors or upon receipt of a request in writing signed by 5 per cent of the voting members of the Association, in good standing, the Secretary shall conduct a referendum by mail upon:

(1) Any question which might properly be placed before the Association by motion or resolution at an annual or special meeting of the Association.

(2) Any issue determined by the Board of Directors within the preceding three months which is subject to approval or dis-

APPROVAL BY THE ASSOCIATION.

(3) ANY MATTER WHICH HAS BEEN PENDING BEFORE THE BOARD OF DIRECTORS AND HAS NOT BEEN ACTED UPON WITHIN THREE CONSECUTIVE MEETINGS OF SAID BOARD; AND

(4) ANY PROPOSAL TO AMEND THE BYLAWS OF THE ASSOCIATION.

THE BOARD OF DIRECTORS SHALL PRESCRIBE AND PROMULGATE RULES UNDER WHICH SUCH REFERENDA SHALL BE CONDUCTED AND IN CONFORMITY WITH WHICH THE RESULTS THEREOF SHALL BE ANNOUNCED.

SECTION B. NO REFERENDUM VOTE SHALL BE DEEMED TO BE A VOTE OF THE ASSOCIATION UNLESS A MINIMUM OF VOTES SHALL HAVE BEEN FILED IN ACCORDANCE WITH THE PRESCRIBED RULES.

A MAJORITY OF THE VOTES CAST IN ANY EFFECTIVE REFERENDUM SHALL CONSTITUTE THE VOTE OF THE ASSOCIATION ON THE MATTER COVERED BY THE REFERENDUM TO THE SAME EXTENT AS IF THE VOTE HAD BEEN TAKEN IN AN APPROPRIATELY NOTIFIED AND ASSEMBLED MEETING OF THE ASSOCIATION.

ARTICLE IX

AMENDMENTS

SECTION A. THESE BYLAWS SHALL GO INTO EFFECT UPON ADOPTION AND MAY BE AMENDED AT THE ANNUAL CONVENTION OR SPECIAL MEETINGS OF THE ASSOCIATION BY A MAJORITY VOTE OF THE MEMBERS PRESENT, PROVIDED THAT A NOTICE OF THE PROPOSED AMENDMENT, SUBSCRIBED BY 5 MEMBERS, IS SUBMITTED TO THE BOARD OF DIRECTORS AND THAT THE PROPONENTS THEREOF CERTIFY UPON THIS DOCUMENT SUBMITTING THE PROPOSED AMENDMENT TO THE BOARD OF DIRECTORS THAT A COPY OF SUCH AMENDMENT HAS BEEN MAILED TO EACH VOTING MEMBER AT LEAST 10 DAYS BEFORE BEING VOTED UPON OR BY A REFERENDUM VOTE AS PROVIDED FOR IN ARTICLE VIII OF THESE BYLAWS.

Section B. Upon consideration of any proposed amendment, amendments thereto and substitutes therefor may be offered and voted upon at the meeting.

CONSTITUTION OF THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

ARTICLE I

NAME, PURPOSE AND GOALS

Section A. (Plan One) This organization shall be known as The National Association of Educational Broadcasters.

Section A. (Plan Two) This organization shall be known as The National Association of Educational Radio and Television Broadcasters.

Section A. (Plan Three) This organization shall be known as The Educational Broadcasters Association.

(The remainder of Section A is the same in all three plans)

Its purpose shall be to provide opportunities for its members to assist in raising the cultural and educational level in our American society through broadcasting.

As a means of attaining this goal, the National Association of Educational Broadcasters shall provide services in the following areas:

1. Leadership in all areas of educational broadcasting, including the support and protection of all rights of educational broadcasters in radio and television;
2. Interpretation of the role of educational radio and television broadcasting in the modern world;
3. Encouragement and support of educational radio and television broadcasting and its role in a modern society;

4. PROGRAMMING, WHICH SHALL INCLUDE (A) DEVELOPMENT AND EXCHANGE OF QUALITY PROGRAMS WITH A SERIOUS PURPOSE; (B) EXPERIMENTATION WITH NEW PROGRAM IDEAS AND TECHNIQUES; AND (C) ENCOURAGEMENT OF THE UTILIZATION OF PROGRAMS WITH A SERIOUS PURPOSE;

5. CONSULTANT SERVICES IN AREAS OF MANAGEMENT - PHILOSOPHY AND OF PROGRAMMING;

6. RESEARCH AND EVALUATION TO FOSTER THE DEVELOPMENT OF PROGRAMMING AND TO PROVIDE BASES FOR DETERMINING VALUES TO SOCIETY;

7. PROFESSIONAL UPGRADING FOR THE PERSONNEL OF EDUCATIONAL RADIO AND TELEVISION BY: (A) FELLOWSHIPS AND SCHOLARSHIPS; (B) PROFESSIONAL WORKSHIPS; (C) INTERNSHIPS; (D) ESTABLISHMENT AND ENCOURAGEMENT OF PROFESSIONAL STANDARDS; (E) EXPERT TEAM VISITATIONS OF EDUCATIONAL RADIO AND TELEVISION STATIONS; AND (F) OPERATION OF PLACEMENT BUREAU.

8. COOPERATION WITH OTHER AGENCIES, AND WORK WITH OTHER INSTITUTIONS, ORGANIZATIONS, AND INDIVIDUALS IN THE USE OF RADIO AND TELEVISION BROADCASTING IN RAISING THE CULTURAL AND EDUCATIONAL LEVEL OF OUR CONTEMPORARY SOCIETY.

9. SUPPLEMENTAL USE OF RADIO - TELEVISION MATERIALS BY COOPERATION WITH OTHER EDUCATIONAL INSTITUTIONS AND ORGANIZATIONS IN THE USE OF SUCH DATA FOR THE ADVANCEMENT OF EDUCATION ON ALL LEVELS.

10. INTERNATIONAL UNDERSTANDING BY FOSTERING THE DEVELOPMENT, PRODUCTION, AND EXCHANGE OF RADIO AND TELEVISION PROGRAMS

WITH HIGH PURPOSE.

ARTICLE II

CLASSES OF AND QUALIFICATIONS FOR MEMBERSHIP

SECTION A. THE FOLLOWING CLASSES SHALL CONSTITUTE THE MEMBERSHIP OF THE ASSOCIATION:

1. ACTIVE MEMBERS. ANY UNIVERSITY, COLLEGE, SCHOOL OR OTHER EDUCATIONAL, CULTURAL, OR PUBLIC SERVICE AGENCY, ORGANIZATION OR ASSOCIATION OF RECOGNIZED STANDING WHICH IS ACTIVELY ENGAGED IN EDUCATIONAL, CULTURAL AND PUBLIC SERVICE, NON-COMMERCIAL BROADCASTING OVER A RADIO AND/OR TELEVISION STATION OR STATIONS REGULARLY LICENSED TO IT BY THE FEDERAL COMMUNICATIONS COMMISSION, OR HOLDING A CONSTRUCTION PERMIT FOR SUCH STATION OR STATIONS, MAY BE ELECTED TO ACTIVE MEMBERSHIP.

   (A) ANY UNIVERSITY, COLLEGE, SCHOOL OR OTHER EDUCATIONAL, CULTURAL OR PUBLIC SERVICE AGENCY, ORGANIZATION OR ASSOCIATION ELECTED TO ACTIVE MEMBERSHIP, AND WHICH SHALL CEASE TO OPERATE ANY OR ALL OF ITS RADIO AND/OR TELEVISION STATIONS ON A NON-COMMERCIAL, EDUCATIONAL BASIS SHALL AUTOMATICALLY REVERT TO ASSOCIATE OR AFFILIATE MEMBERSHIP. [illegible]

   (B) ANY INSTITUTION OR BODY ELECTED TO ACTIVE MEMBERSHIP ON THE BASIS OF A CONSTRUCTION PERMIT FROM THE FEDERAL COMMUNICATIONS COMMISSION, AND WHICH ALLOWS THE PERMIT TO LAPSE, OR IS DENIED RENEWAL BY THE

FEDERAL COMMUNICATIONS COMMISSION, SHALL AUTOMATICALLY CHANGE TO ITS PROPER CLASS OF MEMBERSHIP.

(c) PLAN I: EACH ACTIVE MEMBER SHALL BE ENTITLED TO TWO VOTES. WHERE ACTIVE MEMBERSHIP IS ON THE BASIS OF BOTH A RADIO AND TELEVISION STATION OR STATIONS, THE AUTHORIZED REPRESENTATIVE for EACH SUCH TYPE OF STATION OR STATIONS SHALL HAVE ONE VOTE, AND SHALL BE ENTITLED TO PARTICIPATE IN ALL AFFAIRS OR THE ASSOCIATION WITHOUT RESERVATION.

PLAN II EACH ACTIVE MEMBER SHALL BE ENTITLED TO ONE VOTE.

PLAN III EACH ACTIVE MEMBER SHALL BE ENTITLED TO ONE VOTE FOR EACH $50.00 IN ANNUAL DUES PAID INTO THE ASSOCIATION. ACTIVE MEMBERS PAYING LESS THAN $50.00 IN ANNUAL DUES SHALL BE ENTITLED TO ONE VOTE.

PLAN IV EACH ACTIVE MEMBER SHALL BE ENTITLED TO ONE VOTE FOR EACH AM, FM, OR TV STATION LICENSED TO IT, but with the provision that no licensee may hold more than three votes in all.

(D) THE DIRECTOR OF MANAGER OF THE RADIO AND/OR TELEVISION STATION OR STATIONS OF THE ACTIVE MEMBER OR OTHER AUTHORIZED REPRESENTATIVE OR REPRESENTATIVES, SHALL BE ENTITLED TO VOTE AND ACT FOR SUCH STATION OR STATIONS OF THE MEMBER INSTITUTION OR BODY IN ALL MATTERS PERTAINING TO THE MUTUAL WELFARE OF THE MEMBER AND THE ASSOCIATION.

2. ASSOCIATE MEMBERS. ANY UNIVERSITY, COLLEGE, SCHOOL OR OTHER EDUCATIONAL, CULTURAL OR PUBLIC SERVICE AGENCY, ORGANIZATION OR ASSOCIATION OF RECOGNIZED STANDING WHICH IS ACTIVELY ENGAGED IN ON A REGULARLY SCHEDULED BASIS THE PRODUCTION AND BROADCASTING/OF EDUCATIONAL, CULTURAL AND PUBLIC

SERVICE RADIO AND/OR TELEVISION PROGRAMS (AT LEAST 5 PROGRAMS PER WEEK) BUT NOT ELIGIBLE FOR ACTIVE MEMBERSHIP MAY BE ELECTED TO ASSOCIATE MEMBERSHIP.

(A) ANY ASSOCIATE MEMBER WHICH SHALL CEASE TO FUNCTION ACTIVELY AS A PRODUCTION AGENCY FOR EDUCATIONAL, CULTURAL AND PUBLIC SERVICE RADIO AND/OR TELEVISION PROGRAMS FOR A PERIOD OF TWELVE CONSECUTIVE MONTHS SHALL AUTOMATICALLY REVERT TO THE STATUS OF AFFILIATE MEMBER.

(B) EACH ASSOCIATE MEMBER SHALL BE ENTITLED TO (ONE*) VOTE.

3. AFFILIATE MEMBERS. ANY UNIVERSITY, COLLEGE, SCHOOL OR OTHER CULTURAL OF PUBLIC SERVICE AGENCY, ORGANIZATION OR ASSOCIATION NOT ELIGIBLE FOR ACTIVE OR ASSOCIATE MEMBERSHIP, OR ANY INDIVIDUAL INTERESTED IN OR SEEKING TO PROMOTE EDUCATION, CULTURAL AND PUBLIC SERVICE BROADCASTING MAY BE ELECTED TO AFFILIATE MEMBERSHIP.

4. HONORARY MEMBERSHIP. ANY INDIVIDUAL WHO SHALL HAVE MADE OUTSTANDING CONTRIBUTIONS TO THE ASSOCIATION AS A REPRESENTATIVE OF A MEMBER IN GOOD STANDING, OR ANY INDIVIDUAL WHO SHALL HAVE MADE A SIGNIFICANT CONTRIBUTION TO EDUCATIONAL, CULTURAL AND PUBLIC SERVICE BROADCASTING, MAY, BY UNANIMOUS VOTE OF THE BOARD OF DIRECTORS, BE ELECTED TO HONORARY MEMBERSHIP. HONORARY MEMBERS SHALL BE EXEMPT FROM PAYMENT OF DUES.

* Subject to decision regarding proportion of active member's vote equivalent associate will have.

Section B. (Associate*) affiliate and honorary members shall have all the privileges and receive all the benefits of the Association, except those of (voting and*) holding office, and except as otherwise expressly limited to active members by these By-Laws. Associate, affiliate and honorary members may be appointed to Association Committees and shall be entitled to ONE VOTE in such committee meetings. They shall receive the NAEB NEWSLETTER and other materials regularly distributed by the Association to its members.

ARTICLE III

Section A. The officers of this Association shall be those duly authorized and elected in accordance with the By-Laws.

Section B. The duties of the Association officers shall be those usually pertaining to such officers and such additional duties as prescribed by the By-Laws.

Section C. (Plan I) Only active members of the Association shall be eligible for election to any office.

Section C. (Plan II) Only active and associate members of the Association shall be eligible for election to any office.

ARTICLE IV

AMENDMENTS

Section A. This Constitution may be amended by a two-thirds vote of active members. Notice of any proposed amendment shall be

* To be deleted or rephrased in case the vote is granted to Associate members.

SUBMITTED TO ACTIVE MEMBERS AT LEAST THIRTY DAYS BEFORE THE DATE OF VOTING, EXCEPT AT AN ANNUAL MEETING. SUCH AMENDMENTS MAY BE CONSIDERED BY UNANIMOUS CONSENT OF ACTIVE MEMBERS PRESENT. EFFECTIVE DATES OF AMENDMENTS SHALL BE THIRTY DAYS AFTER ADOPTION.

Section B. THE BYLAWS OF THIS ASSOCIATION MAY BE AMENDED, ALTERED IN WHOLE OR IN PART, OR REPEALED BY A MAJORITY REFERENDUM VOTE SUBMITTED BY THE BOARD OF DIRECTORS TO authorized voting MEMBERS OF THE ASSOCIATION IN SUCH MANNER AS PRESCRIBED BY THE BYLAWS OR AS MAY BE PRESCRIBED BY THE BOARD; PROVIDED that THIRTY DAYS ADVANCE NOTICE IS GIVEN IN WRITING TO the voting MEMBERS BEFORE ACTUAL VOTING TAKES PLACE UPON ANY PROPOSED CHANGE, EXCEPT THAT AT ANNUAL CONVENTIONS, SUCH AMENDMENTS MAY BE CONSIDERED BY UNANIMOUS CONSENT OF voting MEMBERS PRESENT. AMENDMENTS, ALTERATIONS, OR REPEAL OF ANY OF THE BYLAWS SHALL BECOME EFFECTIVE THIRTY DAYS AFTER THE BOARD OF DIRECTORS, OR A DELEGATED OFFICER OF THE ASSOCIATION, DECLARES THE VOTED ACTION OF THE ACTIVE MEMBERSHIP OF THE ASSOCIATION.